

SURVEY OF NEW ZEALAND FARMER INTENTIONS  
AND OPINIONS, OCTOBER-DECEMBER, 1983

by

J.G. Pryde

P.J. McCartin

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## SECTION 1

### BACKGROUND

#### 1.1 Introduction

This Survey is the sixth major survey of New Zealand Farmer Intentions and Opinions. All have been aimed at providing policy-makers and those in the agri-business sector in New Zealand with data on which they can formulate policies and planning.

The surveys have been continued in response to demands from those who want data on what farmers are intending to do, what they are thinking on major issues, how they are fairing on the financial side and what are some of the factors that determine their input purchases.

In this Survey we again inserted special questions on financial matters raised in earlier surveys. In addition we included for the first time some sociological questions to ascertain some feelings and views of the rural sector.

#### 1.2 The Sample

A stratified random sample of 3,200 dairy, sheep-beef and arable farmers was drawn by the Department of Statistics from an up-to-date list of farmers classified according to the New Zealand Standard Industrial Classification. The sample was stratified by farm type within Official Statistical areas. Farms below 20 hectares were eliminated and the total sample represented about seven per cent of the estimated 45,000 full-time farmers in New Zealand.

#### 1.3 Response Rate

Nearly 1,900 farmers (or about 60 per cent) responded to the mail questionnaire (a copy of which is included as Appendix A to this report) and, of these, 1,695 satisfactorily completed the questionnaire as at the closing date 31st December, 1983.

The questionnaire was dispatched on 12th October 1983. Reminders were sent to non-respondents in early November and again in early December.

#### 1.4 Accuracy

As will be seen from the tables, responses were well spread throughout the 13 Provincial Land Districts. No follow-up surveys of non-respondents were undertaken.





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## SECTION 3

### CONCLUSIONS

The following is a summary of the major results and conclusions derived from the responses to the 1983 Lincoln College New Zealand Farmer Intentions and Opinions Survey. They are set out in the same order as in the questionnaire (Appendix A).

Readers wishing to consult the detailed tables should refer to 'Section 2 - Index of Tables' for page references.

#### 1. Provincial Distribution of Responses

Almost two thirds of responses were from farmers in the North Island with the South Auckland/Bay of Plenty Provincial Land District accounting for 24 per cent. From the South Island, respondents from the Canterbury Provincial Land District were the largest single group (14.2 per cent).

#### 2. Farm Area

The over-all average area of farms surveyed was 409 hectares (321 hectares in the 1982 Survey). This higher average was influenced by responses from larger holdings in the Marlborough, East Coast and Otago Provincial Land Districts in particular.

The average dairy farm was 88 hectares, sheep-beef farm 571 hectares and arable 118 hectares.

#### 3. Distribution of Farm Types

Of the responding farm types identified, 28 per cent were classified mainly dairying, 59 per cent 'mainly sheep/beef', and almost 3 per cent 'mainly cropping'. The remaining 10 per cent were described as 'miscellaneous', being combinations of the three main categories.

#### 4. Dairy Farmers

(A & B) Number of cows in milk.

Whereas the average number of cows in milk at December 1982 was 147, it was expected that at December 1983 this would be 154, an increase of 4.7 per cent. Central Auckland, East Coast and Canterbury indicated substantial increases in their herd numbers.

14.

(C & D) Average annual milkfat per farm.

Respondents estimated the average milkfat produced per farm to be 23,839 kilograms for the 1982-83 season, expecting this figure to rise to 24,165 kilograms for the 1983-84 season, an increase of 1.3 per cent on the assumption of a normal season.

(E) Awareness of the current campaign against Leptospirosis.

Nationally, an average of 93 per cent of respondents indicated their awareness of this campaign. In four Provincial Land Districts, East Coast, Nelson, Westland and Southland, awareness of leptospirosis and the current campaign against it, was 100 per cent.

(F) Vaccination of adult breeding cows with '3 in 1' or 'Triple Vaccine' prior to calving.

Whilst a national average of 62 per cent of respondents do not vaccinate their breeding cows with Triple Vaccine prior to calving, the percentage in Otago, Southland and East Coast was 100 percent.

(G) Vaccination of dairy calves with '3 in 1' or 'Triple Vaccine'.

Overall, a small majority of 53 per cent of respondents do vaccinate their dairy calves with Triple Vaccine. In Otago and Southland none of the respondents vaccinate their dairy calves.

(H) Belief in the use of 'heat' (oestrus) techniques as an aid in herd mating management.

Overall, an average of 66 per cent of respondents do believe in the use of oestrus techniques to aid herd mating management; Southland respondents indicate 100 per cent belief in its use.

5. Sheep and Beef Farms

(A) Classification of Responding Sheep and/or Beef Farms

(B) Sheep Numbers.

Number of ewe hoggets.

On average, respondents had 553 ewe hoggets in their sheep flocks at 30 June 1982 and an estimated 556 at June 1983, an increase of 0.5 per cent. Northland and Central Auckland indicated the largest increases in numbers, while Marlborough showed a substantial decrease of 19.4 per cent.

Number of ewe hoggets mated.

In the autumn of 1982, respondents put an average of 74 ewe hoggets to the ram; the corresponding number for the autumn of 1983 was 86, an increase of 16.2 per cent. Of the Provincial Land Districts, the largest estimated increase was in Southland (26.9 per cent).

Number of breeding ewes (excluding ewe hoggets).

At mid 1982 respondents had an average of 1,975 breeding ewes; by mid 1983, the average number had increased by 0.4 per cent to 1,983 breeding ewes. While most increases and decreases of breeding ewe numbers in the Provincial Land Districts were slight, Westland indicated a large decrease of 35.2 per cent.

- (C) Whether respondents consider 'Autumn Pulpy Kidney' to be a problem warranting vaccination.

The overall majority of 67.9 per cent, plus the majority of respondents in all Provincial Land Districts do not consider Autumn Pulpy Kidney to be a problem warranting vaccination.

- (D) Whether respondents normally drench their ewe flocks prior to lambing.

A small majority (52.7 per cent) nationally does pre-lamb drenching of its ewe flocks, while the practice varies considerably in the different Provincial Land Districts; Central Auckland showed the least positive response (11.1 per cent) and the most negative response (88.9 per cent). However, 73 per cent of respondents in the high country indicated they normally adopt the practice of pre-lamb drenching.

- (E) Whether respondents normally drench their ewe flock at lamb docking.

Although 53.8 per cent of Marlborough respondents drench their ewe flocks at lamb docking, a national average of 80.7 per cent do not do so.

- (F) Drenching methods which respondents believe to be most effective in avoiding drug resistance in sheep.

The majority of respondents (75.2 per cent) believe alternating drench groups on an annual basis to be the most effective in avoiding drug resistance in sheep. Considerably fewer respondents favoured high frequency drenching (5.5 per cent) and under dosing (7.5 per cent) while an average of 11.8 per cent preferred other methods.

16.

(G) Respondents' current drug-resisting drench practice.

Although alternation of drench groups on an annual basis is the most popular current method of avoiding drug resistance in sheep, the average number of respondents using it (61.2 per cent) is 14 per cent less than that which indicated belief in its effectiveness (see above).

(H) The considered effects of tapeworms in sheep.

Respondents indicate little doubt that tapeworms do indeed affect both growth rate and scouring (73.6 per cent and 73.1 per cent respectively). A tendency to fly strike is also considered to be affected by tapeworms (55.6 per cent). As far as pulpy kidney is concerned, however, the largest group of respondents (42.7 per cent) 'don't know' whether tapeworms have any effect.

(I) Respondents' main reasons for not using a pour-on dip.

Of the reasons given for not using a pour-on-dip, 32.9 per cent considered it ineffective, 24.3 per cent that it fails the Dip Regulations and 20 per cent did not use it on the grounds of cost.

(J) Selenium use.

The over-all average number of times per year that respondents administer selenium to their sheep flocks is 1.4. The highest use, 2.7 times per year is in the Marlborough Provincial Land District and the lowest was in several North Island Districts.

(K) Female beef breeding stock.

The over-all average estimated numbers of beef breeding cows/heifers at 30 June 1983 is 4.9 per cent lower than at mid 1982. In respect of beef breeding heifers only, there is no change in the average estimated numbers in mid-1983 compared with a year earlier.

6. Fencing.

Respondents erected an average of 835 metres of new fencing in the 1982-83 season and intended to reduce this to 809 metres during the 1983-84 season, a fall of 3.2 per cent. However on cropping farms there was a rise of 33 per cent.

7. Insurance

(A) Attitude to insuring major losses only.

53 per cent of respondents indicated they would prefer to insure

their building/contents against major losses only, while 37 per cent were opposed to this view.

(B) Of those who support the proposal that major losses only should be insured, the largest group, 21.0 per cent, indicated they would be prepared to carry personally losses between \$251 and \$500.

(C) Reasons for insuring with present insurer.

When asked to give the two most important reasons why they insured with their present fire and general insurance office, respondents gave 'cheaper premium' and 'standard of service'.

(D) The most recent visit by fire and general insurer to farm.

When asked to nominate when they had the last visit to their farm by their fire and general insurer, 44 per cent of respondents indicated 'within the last year', and 25 per cent 'within the last two years'.

(E) Quotations from other insurers.

Sixty-four per cent of respondents said they do not obtain periodic quotes from another insurer in order to check on the insurance premiums they pay.

(G) Reasons for possible change of insurer.

'Dissatisfaction with the present insurer' was advanced as the main likely reason for a respondent deciding to change the insurer (33.1 per cent), followed by 'price' (24.2 per cent) and 'better policy' (17.5 per cent).

#### 8. European Economic Community, Its Common Agricultural Policy and New Zealand.

(A) Impact of EEC on respondents' farming decisions.

When asked if the EEC has caused a decision to decrease their production, 86.7 per cent of respondents said 'No'. When asked if it had caused respondents to decide to increase their production 78 per cent replied in the negative and 16.4 per cent said 'Yes'. When asked if it had made respondents decide to diversify into new products 23 per cent of respondents said 'Yes' and 74 per cent said 'No'. When asked if it had made respondents specialise in fewer products, 88 per cent said 'No'. When asked if it had given respondents a desire to go out of farming, 15 per cent agreed and 80 per cent disagreed.

18.

(B) Types of diversification adopted.

When asked to indicate their major new activity if they have diversified, 7 per cent nominated 'horticulture', 6.3 per cent deer farming, 3.5 per cent forestry and 13.7 per cent 'other'.

(C) Impact of U.K. membership of EEC on returns from farming in New Zealand.

When asked to indicate the effect they thought U.K. membership of EEC has had on the returns from their farming operations in New Zealand, 71 per cent of respondents indicated it had been 'harmful' and 25 per cent said there had been 'no impact'. Only 4 per cent said it had been 'beneficial'.

(D) Effects of EEC on various sectors.

When asked to indicate their assessment of the effect of the EEC on various sectors, respondents replied as follows:-

- . 85 per cent consider it has been harmful on the New Zealand economy and also on the New Zealand farming sector over-all.
- . 82 per cent think it has been harmful on dairy production in particular.
- . 83 per cent consider it has been harmful to sheepmeat production in particular.
- . 62 per cent think it has had no impact on horticulture in particular - in fact 26 per cent considered it has been beneficial to horticulture.

9. Plant Health

(A & B) Majority (55 per cent) prepare an annual farm budget and two thirds of respondents say they do their own.

(C) 82 per cent advised that their actual expenditure bore a resemblance to the allocations made in the budget.

(D) A majority (60 per cent) say that development control of brushweeds is not included in their budgets although half say that maintenance spraying of brushweed is included in their budgets. In respect of pasture weed spraying 69 per cent confirmed it was included in their budget.

(E) 72 per cent responded that no brushweed control other than maintenance had been carried out on their farms during the 1982/83 season.



(F) Of those respondents who did carry out brushweed control during the 1982/83 season the largest average areas treated were by chemicals (4.6 hectares) and grazing animals (3.9 hectares)

(G) Respondents who did carry out brushweed control in the 1982/83 season indicated that for the 1983/84 season with the Noxious Plant Subsidy removed, their proposed method of brushweed control would be namely as follows:-

No change - 43 per cent; stopping development but continuing maintenance spraying - 21 per cent; spending the same amount of money on a smaller area - 16 per cent; spending more on a similar area to that done in 1982/83 - 9 per cent.

(H) Respondents who undertake brushweed control without chemicals indicated the degree of importance they attach to six factors when deciding on the method of control they adopted. It was apparent from the responses that they consider the cost of control method and the type of land being treated as the most important factors, followed by the time delay until the land is productive and the ease of use of the control method. Much less importance is accorded environmental attitudes and aesthetic values.

(I) When asked if they were currently claiming the noxious weeds plants programme subsidy half the respondents replied in the affirmative.

Of the other half who replied in the negative, they gave some of the following reasons for not claiming the subsidies:-

It was not available to them - 28 per cent; only a small area being treated - 18 per cent; small amount of expenditure involved - 15 per cent; too much trouble to claim the subsidy - 11 per cent; unaware of the availability of the subsidy - 11 per cent.

## 10. Stock and Station Agents

(A) Importance of certain factors in purchasing decisions.

When asked to indicate the importance of a set of factors in influencing their decision to purchase farm requisites from a particular source, respondents stated that the most important were cheapness of the product, a knowledgeable store staff, a superior product range and a friendly store staff. Least important factors included historical aspects, being financed by the stock and station agent and a pleasant environment in which to shop.

## (B) Importance of particular services.

When asked to indicate the importance to them as farmers of a list of five services provided by stock and station agents, respondents stated that an agreeable personal relationship is the most important, followed by new product information, information on existing products and delivery of goods. Least important was farm management advice.

## (C) Amount of information and advice needed on particular farm input items.

When respondents were asked to indicate the extent of their need for information and advice on five named items they indicated they wanted most information and advice on chemicals, fertiliser and animal health. They needed little information and advice on light farm machinery and fencing.

## (D) Main sources of information and advice for farm requisites.

When asked to name their main source of information and advice on these five items they gave the Ministry of Agriculture and Fisheries as the main source on fertiliser information and advice; veterinary club for animal health, stock and station companies for agricultural chemicals and magazines/periodicals for light farm machinery. For advice and information on fencing respondents relied mainly on their own knowledge or that of other farmers.

## (E) Major supply source for farm requisites.

When asked to name the major source for a list of farm requisites, respondents gave stock and station companies as their major source for fertiliser, veterinary clubs for animal health requirements, stock and station companies for chemicals and fencing supplies, 'other' sources for light farm machinery and fuel, stock and station companies for hardware and trading societies and 'other' sources for clothing and footwear.

## (F) Farm visits by stock and station representatives.

71 per cent of respondents indicated it would be acceptable to them if their stock and station agent visited them only at the request of the farmer provided certain facilities as outlined in the question were available.

11. Fertiliser

(A) Respondents were asked if, after having applied fertiliser to their pastures each year for five years, and then applying none for the following two years, what they thought would be the effect on their production. Almost 70 per cent of respondents said that after the end

of the first year of no fertiliser application, there would be no change in production while 22 per cent thought production would decrease by up to 10 per cent. At the end of the second year of no application of fertiliser, 54 per cent of respondents considered their farm production would decrease by up to 10 per cent and 34 per cent estimated a fall of over 10 per cent in farm output.

(B) When respondents were asked to rate the importance attached to a list of factors when making a decision to buy one particular type of fertiliser over another, they placed greatest emphasis on the combination of nutrients (N.P.K.S.) best suited to the soil requirements of their farm. Other important factors are the price of the fertiliser, its physical qualities, the relative concentration of nutrients and the availability of supplies.

(C) When pressed to rank the importance of a range of factors most relevant to a decision to purchase a particular type of fertiliser from one company rather than another, respondents gave greatest emphasis to the combination of nutrients (N.P.K.S.) that in their view best satisfy the soil requirements of their farm. Price was also a very important factor.

## 12. Media.

(A) The form of media which respondents find provides them with most helpful information when decisions are being made to purchase particular farm items.

For all nominated farm items, other than the purchase of rams, bulls, A.I. services, etc., magazines are by far the most popular source of information with respondents from all districts. 41.9 per cent of dairy farmers prefer magazines to any alternative source of information on stud livestock and A.I. services but otherwise, respondents appear to refer only moderately to the media's stud information.

(B) The farm publication that respondents would choose were they able to receive only one regularly.

The New Zealand Farmer is, overall, the choice of the largest group (55.0 per cent) of respondents. Dairy farming respondents, however, name The Dairy Exporter as their choice (59.5 per cent) while 32.4 per cent of cropping farmers name Arable Farming as their choice.

(C) Farm publications which respondents rate first, second and third in importance with regard to their farm management decision making.

On a national basis, The New Zealand Farmer is of first importance to respondents (46.3 per cent) but in the dairying Provincial Land

Districts, The Dairy Exporter is also very prominent, the choice, for example, of 43.9 per cent of respondents from South Auckland-Bay of Plenty. Taken by farm type, The New Zealand Farmer is the first choice of Sheep/Beef and 'Other' farming respondents (64.9 per cent and 31.5 per cent respectively) whilst 42.9 per cent of crop farming respondents prefer Arable Farming and 71.3 per cent of dairy farming respondents prefer The Dairy Exporter.

Publications which respondents listed second and third in order of importance resulted in the majority of responses favouring The New Zealand Farmer (22.5 per cent) and Straight Furrow (17.9 per cent).

- (D) The farm publication which respondents rate first, second and third in importance as influencing their purchase of products and/or equipment essential to running their farm business.

Overall, respondents rated Farm Equipment News (35.6 per cent) as the most important influence on their purchase of products necessary to run farm businesses. The New Zealand Farmer and Straight Furrow emerged nationally as second and third in importance (25.7 and 14.4 per cent respectively). It is of note that the District Farming Papers enjoy more support in the southern Provincial Land Districts than further north.

- (E) Frequency of respondents' television viewing.

The most popular hours for viewing television were identified as being between the hours of 6 and 8 p.m. when 52.5 per cent of all respondents 'nearly always' watched television at this time. Fewer cropping farmer respondents did so (45.7 per cent) however. The hours between 8 and 10 p.m. would also seem to be popular, with 36.9 per cent of all respondents indicating that they 'nearly always' watch at this time.

Between 6 and 8 p.m., 31 per cent of all respondents 'sometimes' watched, 8.4 per cent 'always' watched, 5 per cent 'rarely' watched and only 3.1 per cent never did so. 49.2 per cent of respondents view television only 'sometimes' between 8 and 10 p.m., 8.1 per cent 'rarely' did so and 3 per cent 'never' did so.

The early transmitting hours of television were not popular, 30.6 per cent 'rarely' watching and 63.1 per cent never doing so. As the day progressed, however, fewer respondents replied that they 'never' watched television. Between 10 p.m. and midnight, the majority 'rarely' watched (51.2 per cent of all responses) and 19.6 per cent 'sometimes' did so. Some respondents who replied that they 'never' watch television volunteered the information that they do not own a set; others who 'sometimes' or 'rarely' watch at times which are unpopular overall rated that sporting programmes were the exceptions to the rule.

(F) Respondents' intentions re: expenditure over the next two years.

Of the seven nominated areas of expenditure the purchase of a new car over the next two years was the most strongly supported item (32.2 per cent of respondents), followed by an overseas trip (23.3 per cent), extensive home improvements (20.3 per cent), purchase of a home computer (5.9 per cent), the building of a spa or swimming pool (5.0 per cent), video recorder (4.3 per cent) and a stereo system (2.8 per cent).

In respect of new car purchases the highest percentage indicating an intention to purchase came from the East Coast, South Auckland-Bay of Plenty and Northland Provincial Land Districts.

Forty two per cent of respondents in the Central Auckland area stated their intention to spend money on an overseas trip in the next two years compared with 30 per cent from the East Coast and Nelson provincial districts and 28 per cent in South Auckland-Bay of Plenty.

Respondents in the Westland provincial district recorded the strongest intention to spend money on extensive home improvements during the next two years (35.7 per cent): they were followed by East Coast (27.0 per cent), Northland (26.5 per cent) and South Auckland-Bay of Plenty (24.4 per cent).

Farmer respondents in the Central Auckland area recorded the highest affirmative response regarding the intention to purchase a home computer during the next two years.

Highest affirmative responses regarding an intention to spend money on a spa or swimming pool in the next two years came from respondents in Northland (9.3 per cent), Central Auckland 9.7 per cent and South Auckland-Bay of Plenty provincial district (7.8 per cent).

Intentions to purchase video recorders during the next two years received strongest support from farmer respondents in East Coast (11.1 per cent), Marlborough (8.6 per cent), Westland (7.1 per cent), Central Auckland (6.7 per cent) and Northland (6.0 per cent).

In respect of intended purchases of a stereo sound system during the next two years, highest responses came from Westland (7.1 per cent) and Central Auckland (6.7 per cent).

### 13. Factors Limiting An Expansion of Farm Output

The chief limiting factors chosen by respondents were the cost of finance (12.6 per cent of all responses) and inadequate profits from expanded output (11.8 per cent). These were followed in importance by income tax levels (8.6 per cent), the size of the farm (8.5 per cent) and the productive limitations of the type of land farmed (8.4 per cent). The chief limiting factors as listed above are identical to those listed in the 1982 Survey, with one exception: in 1982 the third ranking factor limiting expansion, i.e. the cost of additional farm inputs, was chosen by 10.2 per cent of respondents, but in the current

survey it has only 7.6 of all responses.

The importance of the limiting factors varied somewhat according to the Provincial Land Districts, farm type and age of farmer.

#### 14. The Most Effective Expansion Incentive

Of the listed incentives to production expansion, two drew a total of 54.9 per cent of all responses. These were a reduction in the inflation rate (29.1 per cent) and a reduction in income tax (25.8 per cent). Significantly, fewer respondents in 1983 chose a reduction in the inflation rate as an incentive to expansion than in 1982, when this incentive was ranked first by 45.7 per cent of respondents. The reduced concern regarding inflation has been replaced by some degree with concern regarding income tax; whereas in 1982 18.6 per cent of the respondents preferred a reduction in income tax to all other expansion incentives, the figure increased in 1983 to 25.8 per cent of all responses. In both 1982 and 1983, the third ranking incentive was named as an increased subsidy to reduce the cost of fertiliser (15.3 per cent and 15.5 per cent). 31.5 per cent of sheep and beef farmers preferred a reduction in inflation to a reduction in income tax (19.9 per cent) or an increase in fertiliser subsidies (18 per cent). Dairy, cropping and 'other' farmers preferred a reduction in the inflation rate. Respondents aged between 51 and sixty years showed more concern than other age groups in having income tax reduced (31.3 per cent), while a reduction in the inflation rate received most support from those aged 36 to 50 years (31.5 per cent).

#### 15. Capital Structure and Investment

##### (A) Relative importance of borrowing factors.

Respondents were asked to rank the importance of the three main elements of borrowing - the rate of interest; the amount available for borrowing, and the term of the loan.

Almost three-quarters of respondents affirmed that the rate of interest is the most important factor. The least important is the period of the loan. There were however some differences of viewpoint between different farm types. Both cropping and dairy farmer respondents placed less importance on the interest rate. Cropping farmers gave more than average emphasis to the amount available for borrowing while dairy farmers gave more than average emphasis to the term of the loan.

##### (B) Asset values.

The over-all average value of farmland assets, as declared, as at 30 June 1983 was according to respondents \$498,469, as compared with \$446,055 at the end of June 1982 - an increase of 7 per cent. Other

farm assets are declared as \$116,516 as compared to \$102,066 for mid 1982 - an increase of 14 per cent. Off-farm assets at the end of June 1983 were estimated by correspondents to average over-all \$39,195 - as compared to \$30,514 at 30 June 1982. This is an increase of 28 per cent.

(C) Distribution of liabilities.

Respondents gave details of the distribution of their liabilities among stated sources. They also gave details of the term for which their loans were granted. These are set out in Table 15C.

(D) New loans during the 1982/83 production season and the rate of interest charged.

Respondents supplied data on new borrowings (medium and long-term) in the 1982/83 production season. These are set out in Table 15D.

(E) Main reasons for the new borrowing.

When asked to give reasons for their new borrowings in the 1982/83 season, respondents said that 43 per cent was to finance farm development, 15 per cent to refinance existing loans, 15 per cent for personal reasons, 13 per cent for the purchase of new or additional land and 13 per cent for the purchase of plant and machinery.

(F) Success in borrowing needed funds.

30 per cent of respondents said that they were successful in obtaining all the funds they wished to borrow during the 1982-83 season.

(G) Details of loans respondents were unable to borrow.

When asked, respondents gave details of the average amount they were unable to borrow during the 1982/83 season. These are set out in Table 15G.

(H) Borrowing intentions during 1983/84 season.

A number of respondents gave indications of these. Details are set out in Table 15H.

(I) Reasons for intended borrowings in 1983/84 season.

472 respondents indicated the reasons for their intended borrowings in 1983/84. The largest category (36 per cent) stated they intended borrowing to finance farm development, 24 per cent to

refinance existing loans and 18 per cent to purchase new or additional land.

(J) Source of the intended borrowing in 1983/84.

Those respondents who intend borrowing gave details of from where they hoped to borrow funds in 1983/84. Sources as a proportion of total medium term and total long term borrowings are set out in Table 15J.

#### 16. Farmer Opinion

(A) Internal inflation rate expected over next 12 months.

When asked during the survey period (October-December 1983) to predict the rate of internal inflation in New Zealand in the next 12 months, respondents estimates averaged 8.5 per cent.

(B) Expectations regarding market prospects for main farm exports.

Respondents were asked, even if they do not produce all the listed products, to indicate how they felt about their future market prospects in the short term (next year), medium term (1-3 years) and long term (3-10 years).

In respect of sheepmeat all farmer respondents were pessimistic in the short term and medium term but more optimistic in the long term.

Regarding beef, all farmers were optimistic in the short term but this optimism fell away somewhat especially in the long term.

In respect of wool, while all farmers were not so optimistic in the short term they showed increasing optimism over the medium and long terms.

All farmers were pessimistic in short and medium terms but slightly more optimistic over the long term. Dairy farmers only were less pessimistic in the short term than all farmers and considerably more optimistic in the medium and long terms.

In respect of horticultural produce, all farmers were optimistic in the short term and only slightly less optimistic in the medium and long terms. Crop farmers only were not quite so optimistic over the short and medium terms but for some optimism increased for the long term. But for others there was an increase of pessimism in the long term.

(C) Method of electing members of the New Zealand Meat and Wool Boards.

When respondents were asked to indicate whether members of the



Meat and Wool Boards should continue to be elected by an electoral committee of 25 members or whether New Zealand should be divided into 'wards' with each meat and wool farmer having a direct postal vote to decide the Board member for his or her ward, 61 per cent favour a change to the ward system and 39 per cent favour the status quo.

(D) Agricultural economic research needing most urgent attention.

67 per cent of respondents indicated that in their view marketing should receive the most urgent attention in agricultural economic research; 24 per cent stated 'processing', 3 per cent 'production', 3 per cent internal transport and 2.8 per cent overseas transport. Amongst the main farm types there were some differences in emphasis.

(E) Effectiveness of local government in New Zealand.

When respondents were asked how they would rate the effectiveness of their own local county council, 40 per cent rate them 'so-so', 40 per cent 'effective', 9 per cent 'ineffective', 6 per cent 'very effective' and 5 per cent 'very ineffective'.

(F) Accuracy of short-term weather forecasts.

When asked to assess the accuracy of short-term weather forecasts for their own areas, 53 per cent of respondents rated them as 'sometimes accurate', 31 per cent as 'generally accurate' and 16 per cent as 'rarely accurate'.

(G) Law and order in rural districts.

When asked to what extent law and order was of concern to them in their district, 51 per cent said it was of 'average' concern, 34 per cent 'of considerable concern' and 15 per cent of 'no concern'.

(H) Book reading.

Each month respondents read on average almost two books.

(I) Source of books.

In the tables set out respondents indicate the source of their books. No major source is indicated from this data.

(J) Radio and television reception.

62 per cent of respondents rated their television reception as 'good', 27 per cent as average and 11 per cent as 'poor'. There were important regional differences.

28.

67 per cent of respondents assessed their radio reception as 'good', 25 per cent as 'average' and 8 per cent as 'poor'. Here again there were important regional differences.

(K) Social problems in rural areas.

32 per cent of respondents named 'unemployment' as a social problem in their area. Other problems named included alcohol abuse, anti-social conduct, lack of community recreation facilities, low population/isolation and communication difficulties.

(L) Stress in rural areas.

When asked to what extent they or any member(s) of their family suffer from stress as a result of farming activities, 13 per cent of respondents said 'considerable', 35 per cent said 'average', 29 per cent said 'slightly', and 23 per cent recorded 'no stress'.

(M) Vitamin drenches.

39 per cent of respondents said they would consider drenching their stock with vitamins to improve their performance under adverse weather conditions.

(N) Member of trade unions.

Three quarters of respondents affirmed that in their view employee membership of trade unions in New Zealand should be voluntary.

(O) Payment of levies to statutory producer boards at Federated Farmers.

64 per cent of respondents stated that it was their opinion that payment of levies by farmers to statutory producer boards should continue to be compulsory whereas 31 per cent think it should be voluntary.

17. Personal Data

(A) Average age of respondents.

The average age of respondents is 44.6 years.

(B) Sex distribution of respondents.

The sex distribution of respondents is 95.3 per cent males and 4.7 per cent females. On cropping farms females were equal to 8.7 per

cent of total and on dairy farms 7.8 per cent.

(C) Education.

8 per cent of respondents have reached the Seventh Form Secondary level, 12 per cent have passed University Entrance, 9 per cent have Sixth Form Certificate, 29 per cent have passed School Certificate, and 44 per cent have attended secondary school.

(D) Attendance at tertiary institutions.

23 per cent of respondents have attended Lincoln College or Massey University. 10 per cent have undertaken a Technical Correspondence course; 5 per cent have attended a Trade Certificate course; 8 per cent have attended a course at Flock House or Telford Institute; 8 per cent have attended other tertiary institutions.



## SECTION 4

## TABLES OF RESULTS

TABLE 1

Distribution of Respondents —  
By Provincial Land District

	No. of valid observations	%
<u>North Island</u>		
Northland	163	9.6
Central Auckland	31	1.8
South Auckland—		
Bay of Plenty	406	24.0
East Coast	40	2.4
Hawkes Bay	100	5.9
Taranaki	123	7.3
Wellington	197	11.6
<u>South Island</u>		
Marlborough	35	2.1
Nelson	31	1.8
Westland	29	1.7
Canterbury	240	14.2
Otago	144	8.5
Southland	156	9.2
	<hr/> 1695	<hr/> 100.0

TABLE 2(A)

Average Area of Farms Surveyed —  
By Provincial Land District and Overall

	No. of valid observations	Average Size (hectares)
<u>North Island</u>		
Northland	162	193
Central Auckland	30	85
South Auckland—		
Bay of Plenty	404	165
East Coast	40	632
Hawkes Bay	99	994
Taranaki	121	235
Wellington	194	318
<u>South Island</u>		
Marlborough	34	1009
Nelson	31	241
Westland	29	383
Canterbury	233	502
Otago	142	1106
Southland	153	284
	1672	
National Average		409

TABLE 2(B)  
Average Area of Farms Surveyed —  
By Farm Type

	No. of valid observations	Average Size (hectares)
Dairy	463	88
Sheep/beef	993	571
Cropping	44	118
Other	166	430
	1666	
National Average		409

TABLE 2(C)  
Average Area of Farms Surveyed —  
By Age of Respondents

	No. of valid observations	Average Size (hectares)
35 years and under	419	419
36-50 years	714	467
51-60 years	357	351
over 60 years	155	266
	1645	
Average, all ages		409

TABLE 3

Distribution of Respondent Farm Types —  
By Provincial Land District and Overall

	No. of valid observations	Mainly Dairy No.	Mainly Sheep/Beef No.	Mainly Cropping No.	Other No.
<u>North Island</u>					
Northland	162	63	81	0	18
Central Auckland	31	14	16	0	1
South Auckland—					
Bay of Plenty	404	230	142	6	26
East Coast	40	3	36	1	0
Hawkes Bay	100	9	84	0	7
Taranaki	123	65	50	0	8
Wellington	195	43	129	5	18
<u>South Island</u>					
Marlborough	35	4	27	2	2
Nelson	31	7	20	4	4
Westland	29	10	16	3	3
Canterbury	240	14	150	27	49
Otago	144	6	122	3	13
Southland	155	2	131	2	20
	1689				
National		470	1004	46	169

Note: The "Other" category is made up of farms described by respondents as being mainly:

Dairy/Sheep/Beef  
Sheep/Beef/Cropping  
Dairy/Cropping  
Dairy/Sheep/Beef/Cropping  
Other



TABLE 4(A) &amp; 4(B)

Average Expected Number of Cows in Milk Per Farm  
at End of 1983 Compared with End of 1982 —  
By Provincial Land District and Overall

	No. of valid observations	End 1982	End 1983	% Change
<u>North Island</u>				
1. Northland	63	140	149	+6.4
2. Central Auckland	14	118	137	+16.1
3. South Auckland/ Bay of Plenty	229	159	167	+5.0
4. East Coast	3	143	160	+11.8
5. Hawkes Bay	9	140	142	+1.4
6. Taranaki	65	144	156	+8.3
7. Wellington	42	141	147	+4.2
<u>South Island</u>				
8. Marlborough	4	143	143	0
9. Nelson	7	138	146	+5.7
10. Westland	10	112	115	+2.6
11. Canterbury	14	88	100	+13.6
12. Otago	6	83	86	+3.6
13. Southland	2	95	90	-5.3
	468			
National Average		147	154	+4.7

TABLE 4(C) &amp; 4(D)

Average Expected Milkfat Per Farm in 1983/84 Season  
 Compared with 1982/83 Season —  
 By Provincial Land District and Overall

	No. of valid observations	1982-83 (Kilograms)	1983-84 (Kilograms)	% Change
<u>North Island</u>				
Northland	62	22607	24871	+10.0
Central Auckland	14	42617	21085	-50.6
South Auckland/ Bay of Plenty	226	24247	25082	+3.4
East Coast	3	19400	20667	+6.5
Hawkes Bay	9	19233	20456	+6.3
Taranaki	64	23006	23402	+1.7
Wellington	39	19264	19091	-1.9
<u>South Island</u>				
Marlborough	4	22308	23625	+5.9
Nelson	7	22459	25121	+11.8
Westland	10	15394	16250	+5.5
Canterbury	13	39556	40446	+2.2
Otago	6	14369	15517	+7.9
Southland	2	16500	18000	+9.0
	460			
National Average		23839	24165	+1.3

TABLE 4(E)

Awareness of the Current Campaign Against Leptospirosis —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No. %
<u>North Island</u>			
Northland	63	94	6
Central Auckland	14	93	7
South Auckland/ Bay of Plenty	225	96	4
East Coast	3	100	0
Hawkes Bay	9	89	11
Taranaki	65	86	14
Wellington	43	95	5
<u>South Island</u>			
Marlborough	4	75	25
Nelson	7	100	0
Westland	10	100	0
Canterbury	14	93	7
Otago	6	83	17
Southland	2	100	0
	465		
National Average		93	7

TABLE 4(F)

Vaccination of Adult Breeding Cows with '3 in 1' or  
 'Triple Vaccine' Prior to Calving —  
 By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	61	28	72
Central Auckland	14	29	71
South Auckland/ Bay of Plenty	223	45	55
East Coast	3	0	100
Hawkes Bay	9	33	67
Taranaki	63	40	60
Wellington	43	19	81
<u>South Island</u>			
Marlborough	3	67	33
Nelson	7	43	57
Westland	10	50	50
Canterbury	14	36	64
Otago	6	0	100
Southland	2	0	100
	458		
National Average		38	62

TABLE 4(G)

Vaccination of Dairy Calves with '3 in 1' or 'Triple Vaccine' —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	61	43	57
Central Auckland	14	64	36
South Auckland/ Bay of Plenty	220	61	39
East Coast	3	33	67
Hawkes Bay	9	44	56
Taranaki	63	65	35
Wellington	43	33	67
<u>South Island</u>			
Marlborough	3	67	33
Nelson	6	33	67
Westland	10	20	80
Canterbury	14	21	79
Otago	6	0	100
Southland	2	0	100
	454		
National Average		53	47

TABLE 4(H)

Belief in the Use of 'Heat' (Oestrus) Techniques as an  
Aid in Herd Mating Management —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	60	65	35
Central Auckland	14	71	29
South Auckland/ Bay of Plenty	213	70	30
East Coast	3	67	33
Hawkes Bay	9	56	44
Taranaki	60	63	37
Wellington	42	48	52
<u>South Island</u>			
Marlborough	2	50	50
Nelson	6	67	33
Westland	10	80	20
Canterbury	12	67	33
Otago	6	67	33
Southland	2	100	0
	439		
National Average		66	34

TABLE 5(A)

Main Farm Classification Of Responding Sheep And/Or Beef Farmers —  
By Provincial Land District And Overall

	No. of Valid Observations	High Country %	Hill Country %	Hard Hill Country %	Intensive Fattening %	Fattening Breeding %	Mixed Crop/ Fattening %
<u>North Island</u>							
Northland	81	0.0	28.4	4.9	8.6	58.0	0.0
Central Auckland	16	0.0	25.0	12.5	31.3	25.0	6.3
South Auckland/ Bay of Plenty	141	1.4	27.0	8.5	22.7	39.0	1.4
East Coast	35	5.7	42.9	14.3	8.6	28.6	0.0
Hawkes Bay	83	2.4	26.5	3.6	8.4	44.6	14.5
Taranaki	50	2.0	40.0	14.0	16.0	28.0	0.0
Wellington	127	1.6	32.3	10.2	7.9	36.2	11.8
<u>South Island</u>							
Marlborough	27	7.4	40.7	3.7	0.0	33.3	14.8
Nelson	19	5.3	26.3	31.6	0.0	36.8	0.0
Westland	16	0.0	6.3	6.3	6.3	81.3	0.0
Canterbury	148	4.1	20.9	1.4	5.4	46.6	21.6
Otago	118	7.6	21.2	3.4	9.3	49.2	9.3
Southland	130	0.0	6.9	0.0	16.2	63.8	13.1
	991						
National Average		2.7	24.7	6.1	11.4	45.6	9.5

TABLE 5(B)(i) &amp; (iv)

Average Estimated Breeding EWE HOGGET NUMBERS at 30  
June 1983 Compared with mid 1982 —  
By Provincial Land District and Overall

	No. of valid observations	Mid 1982	Mid 1983	% Change
<u>North Island</u>				
Northland	79	258	308	+19.4
Central Auckland	16	79	94	+19.0
South Auckland/ Bay of Plenty	142	426	441	+3.5
East Coast	36	842	713	-15.3
Hawkes Bay	84	929	900	-3.1
Taranaki	49	547	543	-0.7
Wellington	129	649	725	+11.7
<u>South Island</u>				
Marlborough	27	460	371	-19.5
Nelson	20	395	431	+9.1
Westland	16	549	525	-4.3
Canterbury	150	551	537	-4.5
Otago	119	638	631	-1.1
Southland	130	482	475	-1.5
	997			
National Average		553	556	+ .5



TABLE 5(B)(ii) &amp; (v)

Average Estimate of EWE HOGGETS MATED Autumn 1983  
 Compared with Autumn 1982 —  
 By Provincial Land District and Overall

	No. of valid observations	Autumn 1982	Autumn 1983	% Change
<u>North Island</u>				
Northland	79	51	44	-13.7
Central Auckland	16	48	53	+10.4
South Auckland/ Bay of Plenty	142	89	99	+11.2
East Coast	36	154	155	+0.6
Hawkes Bay	84	173	198	+14.4
Taranaki	49	71	82	+15.4
Wellington	129	64	58	-9.4
<u>South Island</u>				
Marlborough	27	62	53	-14.5
Nelson	20	70	79	+12.9
Westland	16	150	157	+4.7
Canterbury	150	54	49	-9.3
Otago	119	66	60	-9.1
Southland	129	26	33	+26.9
	996			
National Average		74	86	+16.2

TABLE 5(B)(iii) &amp; (vi)

Average Estimated Breeding EWE NUMBERS at 30 June 1983  
 Compared with Mid 1982 —  
 By Provincial Land District and Overall

	No. of valid observations	Mid 1982	Mid 1983	% Change
<u>North Island</u>				
Northland	79	1037	1022	-1.4
Central Auckland	16	333	308	-7.5
South Auckland/ Bay of Plenty	142	1595	1634	+2.4
East Coast	36	2509	2441	-2.7
Hawkes Bay	84	2940	2941	+0.0
Taranaki	50	1634	1724	+5.5
Wellington	128	2331	2288	-1.9
<u>South Island</u>				
Marlborough	27	1684	1706	+1.3
Nelson	20	1172	1213	+3.5
Westland	16	1752	1135	-35.2
Canterbury	150	1996	2056	+3.0
Otago	121	2574	2648	+2.9
Southland	130	1806	1781	-1.4
	999			
National Average		1975	1983	+0.4

TABLE 5(C)1a

Whether Respondents Regard AUTUMN PULPY KIDNEY as a  
Problem Warranting VACCINATION —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	57	38.6	61.4
Central Auckland	9	11.1	88.9
South Auckland/ Bay of Plenty	125	32.0	68.0
East Coast	36	27.8	72.2
Hawkes Bay	84	26.2	73.8
Taranaki	47	29.8	70.2
Wellington	123	28.5	71.5
<u>South Island</u>			
Marlborough	26	42.3	57.7
Nelson	20	30.0	70.0
Westland	15	20.0	80.0
Canterbury	149	24.2	75.8
Otago	120	51.7	48.3
Southland	129	31.0	69.0
	940		
National Average		32.1	67.9

TABLE 5(C)1b

Whether Respondents Regard AUTUMN PULPY KIDNEY as a  
Problem Warranting VACCINATION —  
By Farm Classification

	No. of valid observations	Yes %	No %
High Country	27	25.9	74.1
Hill Country	238	27.3	72.7
Hard Hill	59	20.3	79.7
Intensive Fattening	86	39.5	60.5
Fattening/Breeding	426	37.3	62.7
Mixed	93	23.7	76.3
	929		
National Average		32.2	67.8

TABLE 5(D)1a

Whether Respondents Normally DRENCH their Ewe Flocks PRIOR  
TO LAMBING — By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	57	52.6	47.4
Central Auckland	9	11.1	88.9
South Auckland/ Bay of Plenty	123	39.0	61.0
East Coast	36	44.4	55.6
Hawkes Bay	83	51.8	48.2
Taranaki	47	48.9	51.1
Wellington	125	53.6	46.4
<u>South Island</u>			
Marlborough	26	76.9	23.1
Nelson	19	73.7	26.3
Westland	15	80.0	20.0
Canterbury	150	60.7	39.3
Otago	119	52.1	47.9
Southland	129	51.9	48.1
	938		
National Average		52.7	47.3

TABLE 5(D)1b

Whether Respondents Normally DRENCH their Ewe Flocks  
PRIOR TO LAMBING — By Farm Classification

	No. of valid observations	Yes %	No %
High Country	26	73.1	26.9
Hill Country	240	50.8	49.2
Hard Hill	58	48.3	51.7
Intensive Fattening	84	47.6	52.4
Fattening/Breeding	426	53.5	46.5
Mixed	93	54.8	45.2
	927		
National Average		52.6	47.4

TABLE 5(E)1a

47.

Whether Respondents Normally DRENCH Their Ewe  
Flocks AT LAMB DOCKING —  
By Provincial Land District And Overall

	No. of Valid Observations	Yes %	No %
<u>North Island</u>			
Northland	57	17.5	82.5
Central Auckland	9	22.2	77.8
South Auckland/ Bay of Plenty	125	16.0	84.0
East Coast	35	17.1	82.9
Hawkes Bay	84	16.7	83.3
Taranaki	47	12.8	87.2
Wellington	124	22.6	77.4
<u>South Island</u>			
Marlborough	26	53.8	46.2
Nelson	19	15.8	84.2
Westland	15	33.3	66.7
Canterbury	150	33.3	66.7
Otago	120	10.8	89.2
Southland	129	7.8	92.2
	<u>940</u>		
National Average		19.3	80.7

TABLE 5(E)1b

Whether Respondents Normally DRENCH Their Ewe  
Flocks AT LAMB DOCKING —  
By Classification

	No. of Valid Observations	Yes %	No %
High Country	26	26.9	73.1
Hill Country	239	23.0	77.0
Hard Hill Country	59	18.6	81.4
Intensive Fattening	85	16.5	83.5
Fattening/Breeding	427	16.4	83.6
Mixed	93	24.7	75.3
	<u>929</u>		
National Average		19.4	80.6

TABLE 5(F)1a

The DRENCHING METHODS Which Respondents Believe To Be MOST  
EFFECTIVE In AVOIDING DRUG RESISTANCE In Sheep —  
By Provincial Land District And Overall

	No. of Valid Observations	High Frequency Drenching %	Under Dosing %	Alternation Of Drench Groups On Annual Basis %	Other %
<u>North Island</u>					
Northland	56	10.7	3.6	67.9	17.9
Central Auckland	8	0.0	0.0	75.0	25.0
South Auckland/ Bay Of Plenty	126	4.8	8.7	73.0	13.5
East Coast	35	8.6	8.6	65.7	17.1
Hawkes Bay	82	6.1	8.5	73.2	12.2
Taranaki	46	6.5	8.7	76.1	8.7
Wellington	121	7.4	3.3	79.3	9.9
<u>South Island</u>					
Marlborough	26	0.0	3.8	76.9	19.2
Nelson	20	5.0	10.0	70.0	15.0
Westland	15	6.7	6.7	73.3	13.3
Canterbury	147	2.7	9.5	75.5	12.2
Otago	115	6.1	8.7	75.7	9.6
Southland	127	4.7	7.9	80.3	7.1
	<u>924</u>				
National Average		5.5	7.5	75.2	11.8

TABLE 5(G)1a

Respondents' CURRENT Drug Resisting Drench Practice —  
By Provincial Land District And Overall

	No. of Valid Observations	High Frequency Drenching %	Under Dosing %	Alternation Of Drench Groups On Annual Basis %	Other %
<u>North Island</u>					
Northland	58	12.1	6.9	58.6	22.4
Central Auckland	8	12.5	0.0	62.5	25.0
South Auckland/ Bay Of Plenty	125	12.0	10.4	56.8	20.8
East Coast	36	13.9	8.3	50.0	27.8
Hawkes Bay	82	13.4	7.3	59.8	19.5
Taranaki	46	10.9	10.9	67.4	10.9
Wellington	120	21.7	6.7	55.8	15.8
<u>South Island</u>					
Marlborough	26	7.7	11.5	61.5	19.2
Nelson	20	20.0	15.0	50.0	15.0
Westland	15	20.0	0.0	66.7	13.3
Canterbury	148	8.1	10.1	67.6	14.2
Otago	114	14.9	11.4	58.8	14.9
Southland	128	14.8	6.3	69.5	9.4
	926				
National Average		13.7	8.7	61.2	16.3

TABLE 5(G)1b  
 Respondents' CURRENT Drug Resisting Drench Practice —  
 By Farm Classification

	No. of Valid Observations	High Frequency Drenching %	Under Dosing %	Alternation Of Drench Groups On Annual Basis %	Other %
High Country	25	12.0	8.0	56.0	24.0
Hill Country	237	13.5	9.3	60.3	16.9
Hard Hill Country	57	10.5	12.3	59.6	17.5
Intense Fattening	89	23.6	7.9	53.9	14.6
Fattening/Breeding	418	12.4	6.7	63.6	17.2
Mixed	90	13.3	15.6	61.1	10.0
	<u>916</u>				
National Average		13.8	8.7	61.1	16.4



TABLE 5(H)1a

51.

Whether Respondents Consider TAPEWORMS To Have  
Some Effect On GROWTH RATE —  
By Provincial Land District and Overall

	No. of Valid Observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	58	79.3	17.2	3.4
Central Auckland	7	42.9	28.6	28.6
South Auckland/ Bay of Plenty	124	69.4	17.7	12.9
East Coast	35	57.1	20.0	22.9
Hawkes Bay	79	72.2	19.0	8.9
Taranaki	44	68.2	11.4	20.5
Wellington	117	79.5	7.7	12.8
<u>South Island</u>				
Marlborough	25	72.0	8.0	20.0
Nelson	19	68.4	15.8	15.8
Westland	13	53.8	15.4	30.8
Canterbury	142	74.6	10.6	14.8
Otago	118	78.8	4.2	16.9
Southland	129	76.0	9.3	14.7
	<u>910</u>			
National Average		73.6	12.0	14.4

TABLE 5(H)1b

Whether Respondents Consider TAPEWORMS To Have  
Some Effect On GROWTH RATE —  
By Farm Classification

	No. of Valid Observations	Yes %	No %	Don't Know %
High Country	26	73.1	15.4	11.5
Hill Country	229	75.5	13.5	10.9
Hard Hill Country	55	70.9	12.7	16.4
Intensive Fattening	88	75.0	13.6	11.4
Fattening/Breeding	409	69.9	12.5	17.6
Mixed	91	83.5	4.4	12.1
	<u>898</u>			
National Average		73.4	12.1	14.5

TABLE 5(H)2a

Whether Respondents Consider TAPEWORMS To Have  
Some Effect On SCOURING —  
By Provincial Land District And Overall

	No. of Valid Observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	57	89.5	8.8	1.8
Central Auckland	9	55.6	33.3	11.1
South Auckland/ Bay of Plenty	126	77.0	12.7	10.3
East Coast	35	68.6	17.1	14.3
Hawkes Bay	81	82.7	13.6	3.7
Taranaki	44	77.3	11.4	11.4
Wellington	116	75.9	14.7	9.5
<u>South Island</u>				
Marlborough	24	66.7	20.8	12.5
Nelson	19	73.7	26.3	0.0
Westland	10	50.0	20.0	30.0
Canterbury	134	64.2	13.4	22.4
Otago	112	54.3	14.3	21.4
Southland	123	61.8	15.4	22.8
	890			
National Average		71.3	14.4	14.3

TABLE 5(H)2b

Whether Respondents Consider TAPEWORMS To Have  
Some Effect On SCOURING —  
By Farm Classification

	No. of Valid Observations	Yes %	No %	Don't Know %
High Country	23	78.3	13.0	8.7
Hill Country	221	71.5	14.9	13.6
Hard Hill Country	56	80.4	14.3	5.4
Intensive Fattening	90	70.0	15.6	14.4
Fattening/Breeding	404	69.8	14.4	15.8
Mixed	85	69.4	12.9	17.6
	879			
National Average		71.1	14.4	14.4

TABLE 5(H)3a

53.

Whether Respondents Consider TAPEWORMS To Have  
Some Effect On A Tendency To PULPY KIDNEY —  
By Provincial Land District And Overall

	No. of Valid Observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	56	25.0	23.2	51.8
Central Auckland	7	14.3	57.1	28.6
South Auckland/ Bay Of Plenty	118	33.9	31.4	34.7
East Coast	33	21.2	36.4	42.4
Hawkes Bay	77	49.4	24.7	26.0
Taranaki	42	28.6	31.0	40.5
Wellington	114	32.5	28.9	38.6
<u>South Island</u>				
Marlborough	23	13.0	34.8	52.2
Nelson	19	36.8	21.1	42.1
Westland	10	0.0	20.0	80.0
Canterbury	126	5.6	50.8	43.7
Otago	108	4.6	46.3	49.1
Southland	115	7.0	41.7	51.3
	<u>848</u>			
National Average		21.1	36.2	42.7

TABLE 5(H)3b

Whether Respondents Consider TAPEWORMS To Have  
Some Effect On A Tendency To PULPY KIDNEY —  
By Farm Classification

	No. of Valid Observations	Yes %	No %	Don't Know %
High Country	23	4.3	34.8	60.9
Hill Country	207	24.6	31.4	44.0
Hard Hill Country	52	28.8	25.0	46.2
Intensive Fattening	87	24.1	37.9	37.9
Fattening/Breeding	388	21.6	37.1	41.2
Mixed	80	7.5	50.0	42.5
	<u>837</u>			
National Average		21.3	36.2	42.5

TABLE 5(H)4a

Whether Respondents Consider TAPEWORMS To Have  
Some Effect On A Tendency To FLY STRIKE —  
By Provincial Land District And Overall

	No. of Valid Observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	57	77.2	7.0	15.8
Central Auckland	9	66.2	11.1	22.2
South Auckland/ Bay of Plenty	122	71.3	13.9	14.8
East Coast	35	74.3	11.4	14.3
Hawkes Bay	78	79.5	12.8	7.7
Taranaki	41	58.5	29.3	12.2
Wellington	117	60.7	20.5	18.8
<u>South Island</u>				
Marlborough	24	62.5	12.5	25.0
Nelson	20	65.0	25.0	10.0
Westland	10	30.0	30.0	40.0
Canterbury	130	46.2	21.5	32.3
Otago	108	38.0	27.8	34.3
Southland	119	26.9	31.9	41.2
	<u>870</u>			
National Average		55.6	20.6	23.8

TABLE 5(H)4b

Whether Respondents Consider TAPEWORMS To Have  
Some Effect On A Tendency To FLY STRIKE —  
By Farm Classification

	No. of Valid Observations	Yes %	No %	Don't Know %
High Country	23	69.6	13.0	17.4
Hill Country	218	63.8	19.3	17.0
Hard Hill Country	56	69.6	10.7	19.6
Intensive Fattening	87	49.4	21.8	28.7
Fattening/Breeding	393	51.9	22.1	26.0
Mixed	82	46.3	22.0	31.7
	<u>859</u>			
National Average		55.8	20.4	23.9

TABLE 5(I)a

55.

Respondents' Main Reasons For NOT USING A POUR-ON-DIP —  
By Provincial Land District And Overall

	No. of Valid Observations	Do Use Pour-On-Dips %	Cost %	Ineffective %	Fails Dip Regulation %
<u>North Island</u>					
Northland	55	38.2	25.5	16.4	20.0
Central Auckland	8	12.5	62.5	25.0	0.0
South Auckland/ Bay Of Plenty	112	26.8	32.1	24.1	17.0
East Coast	34	35.3	26.5	20.6	17.6
Hawkes Bay	78	23.1	16.7	42.3	17.9
Taranaki	42	28.6	26.2	26.2	19.0
Wellington	111	18.9	20.7	43.2	17.1
<u>South Island</u>					
Marlborough	26	19.2	34.6	30.8	15.4
Nelson	19	26.3	26.3	21.1	26.3
Westland	11	54.5	18.2	18.2	9.1
Canterbury	136	16.9	10.3	40.4	32.4
Otago	106	17.0	19.8	28.3	34.9
Southland	121	18.2	9.1	38.8	33.9
	859				
National Average		22.6	20.1	32.9	24.3

TABLE 5(I)b

Respondents' Main Reasons For NOT USING A POUR-ON-DIP —  
By Farm Classification

	No. of Valid Observations	Do Use Pour-On-Dips %	Cost %	Ineffective %	Fails Dip Regulation %
High Country	26	46.2	15.4	23.1	15.4
Hill Country	217	26.3	23.5	27.6	22.6
Hard Hill Country	53	20.8	28.3	30.2	20.8
Intensive Fattening	79	25.3	17.7	25.3	31.6
Fattening/Breeding	392	19.4	19.6	37.0	24.0
Mixed	83	21.7	9.6	41.0	27.7
	850				
National Average		22.8	19.9	33.1	24.2

TABLE 5(J)

Number Of Times Per Year That Respondents  
ADMINISTER SELENIUM To Their Sheep Flocks —  
By Provincial Land District

	No. of Valid Observations	No. of Times %
<u>North Island</u>		
Northland	72	0.6
Central Auckland	16	0.3
South Auckland/ Bay Of Plenty	132	0.9
East Coast	35	0.3
Hawkes Bay	77	1.0
Taranaki	46	0.3
Wellington	116	1.2
<u>South Island</u>		
Marlborough	27	2.7
Nelson	18	2.6
Westland	14	1.2
Canterbury	144	2.3
Otago	114	1.9
Southland	124	2.2
	<u>935</u>	
National Average		1.4

TABLES 5(K)(i) &amp; (iii)

Average Estimated BEEF BREEDING COWS/HEIFERS In Herd  
At 30 June 1983 Compared With 30 June 1982 —  
By Provincial Land District And Overall

	No. of Valid Observations	Mid 1982	Mid 1983	% Change
<u>North Island</u>				
Northland	80	77	72	— 6.5
Central Auckland	16	28	38	+35.7
South Auckland/ Bay Of Plenty	142	66	64	— 3.0
East Coast	36	199	183	— 8.0
Hawkes Bay	83	102	95	— 6.9
Taranaki	50	67	65	— 3.0
Wellington	124	64	60	— 7.7
<u>South Island</u>				
Marlborough	27	59	48	—18.6
Nelson	20	28	29	+ 3.6
Westland	14	65	74	+13.8
Canterbury	149	32	29	— 9.4
Otago	122	72	71	— 1.4
Southland	130	12	12	0.0
	<u>993</u>			
National Average		61	58	— 4.9

TABLE 5(K)(ii) &amp; (iv)

Average Estimated BEEF BREEDING HEIFERS In Herd  
 At 30 June 1983 Compared With 30 June 1982 —  
 By Provincial Land District And Overall

	No. of Valid Observations	Mid 1982	Mid 1983	% Change
<u>North Island</u>				
Northland	80	14	15	+ 7.1
Central Auckland	16	7	10	+42.9
South Auckland/ Bay of Plenty	142	16	15	- 6.3
East Coast	36	43	36	-16.3
Hawkes Bay	83	23	31	- 8.7
Taranaki	50	17	19	+11.8
Wellington	124	14	17	+ .6
<u>South Island</u>				
Marlborough	27	8	9	+12.5
Nelson	20	6	7	+16.7
Westland	14	11	13	+18.2
Canterbury	148	6	5	-16.7
Otago	121	11	12	+ 9.1
Southland	129	3	2	- 6.6
	<u>990</u>			
National Average		13	13	0.0



TABLE 6 (A)

Erection of New Fencing (in Metres) in the 1982-83  
Season and the 1983-84 Season —  
By Provincial Land District and Overall

	No. of valid observations	1982-83	1983-84	% Change
<u>North Island</u>				
Northland	158	922	964	+4.5
Central Auckland	30	529	376	-29
South Auckland/ Bay of Plenty	397	621	567	-8.7
East Coast	39	641	579	-9.7
Hawkes Bay	99	713	611	-14.4
Taranaki	118	738	579	-21.6
Wellington	183	775	842	+8.6
<u>South Island</u>				
Marlborough	33	1648	1302	-21
Nelson	31	1050	949	-9.7
Westland	26	1402	1366	-2.6
Canterbury	231	932	900	-3.5
Otago	139	1555	1614	+3.7
Southland	149	511	556	+8.8
	1632			
National Average		835	809	-3.2

TABLE 6 (B)

Erection of New Fencing (in Metres) in the 1982-83  
Season and the 1983-84 Season —  
By Farm Type

	No. of valid observations	1982-83	1983-84	% Change
Dairy	458	477	403	-15.5
Sheep/Beef	967	1030	1016	-1.4
Cropping	43	372	495	+33
Other	160	839	812	-3.3
	1628			
National Average		835	809	-3.2

TABLE 7(A)1a  
 Respondents Preference For Insuring Buildings And  
 Contents Only Against Major Losses In Return For  
 Appropriate Savings In Premiums —  
 By Provincial Land District and Overall

	No. of valid observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	161	55.9	32.3	11.8
Central Auckland	31	58.1	32.3	9.7
South Auckland/ Bay of Plenty	403	54.6	35.7	9.7
East Coast	38	42.1	52.6	5.3
Hawkes Bay	98	45.9	45.9	8.2
Taranaki	118	50.8	41.5	7.6
Wellington	185	57.3	35.1	7.6
<u>South Island</u>				
Marlborough	35	45.7	45.7	8.6
Nelson	30	66.7	20.0	13.3
Westland	27	29.6	59.3	11.1
Canterbury	234	55.6	36.3	8.1
Otago	142	51.4	33.1	15.5
Southland	152	53.3	37.5	9.2
	1654			
National Average		53.4	37.0	9.6

TABLE 7(B)1a

Amount Of Loss Farmers Prepared To Carry Personally —  
By Provincial Land District and Overall

	No. of Valid Observations	Under \$100	\$100 — \$250	\$251 — \$500	\$501 — \$750	\$751 — \$1000	\$1001 — \$1500	\$1501 — \$2000	\$2001 — \$3000	\$3001 — \$5000	Over \$5000
<u>North Island</u>		%	%	%	%	%	%	%	%	%	%
Northland	90	6.7	25.6	18.9	13.3	13.3	6.7	6.7	1.1	2.2	5.6
Central Auckland	17	0.0	35.3	23.5	11.8	11.8	5.9	11.8	0.0	0.0	0.0
South Auckland/ Bay of Plenty	220	8.6	20.0	20.5	13.2	17.3	5.9	4.5	3.2	3.2	3.6
East Coast	17	11.8	17.6	5.9	11.8	23.5	5.9	5.9	5.9	5.9	5.9
Hawkes Bay	46	8.7	21.7	15.2	13.0	19.6	6.5	8.7	0.0	4.3	2.2
Taranaki	58	12.1	13.8	19.0	15.5	6.9	5.2	1.7	5.2	15.5	5.2
Wellington	105	6.7	15.2	21.0	10.5	13.3	8.6	7.6	2.9	6.7	7.6
<u>South Island</u>											
Marlborough	16	12.5	25.0	43.8	6.3	6.3	6.3	0.0	0.0	0.0	0.0
Nelson	20	5.0	15.0	25.0	10.0	15.0	5.0	10.0	5.0	5.0	5.0
Westland	11	9.1	36.4	27.3	9.1	9.1	0.0	0.0	0.0	9.1	0.0
Canterbury	135	7.4	11.1	25.9	11.1	15.6	5.9	5.9	4.4	8.9	3.7
Otago	73	4.1	8.2	26.0	21.9	13.7	1.4	12.3	1.4	5.5	5.5
Southland	83	6.0	19.3	13.3	13.3	12.0	9.6	8.4	6.0	8.4	3.6
	891										
National Average		7.5	17.7	21.0	13.1	14.5	6.2	6.5	3.1	5.9	4.4

TABLE 7(C)1a

Respondents' First Reason For Insuring With Their Present Firms —  
By Provincial Land District and Overall

	No. of Valid Observations	Personal Relationship %	Stock Firm Connection %	Cheaper Premium %	Loyalty To Firm %	Farmer Owned and Profit Returning %	Connection With Family Organisations %	Standard of Service %
<u>North Island</u>								
Northland	136	22.8	12.5	30.9	9.6	6.6	8.8	8.8
Central Auckland	27	37.0	3.7	7.4	7.4	18.5	14.8	11.1
South Auckland/ Bay of Plenty	352	25.0	9.7	22.4	8.8	9.1	17.9	7.1
East Coast	31	12.9	29.0	22.6	6.5	6.5	0.0	22.6
Hawkes Bay	92	19.6	37.0	19.6	5.4	8.7	2.2	7.6
Taranaki	106	14.2	10.4	27.4	10.4	18.9	10.4	8.5
Wellington	175	28.0	9.7	28.0	7.4	10.3	7.4	9.1
<u>South Island</u>								
Marlborough	32	25.0	25.0	18.8	9.4	12.5	6.3	3.1
Nelson	27	25.9	3.7	22.2	3.7	22.2	11.1	11.1
Westland	22	22.7	9.1	31.8	4.5	22.7	0.0	9.1
Canterbury	220	17.7	30.0	21.4	5.5	13.6	6.8	5.0
Otago	132	18.2	20.5	16.7	17.4	18.9	2.3	6.1
Southland	139	14.4	27.3	21.6	11.5	11.5	5.0	8.6
	<u>1491</u>							
National Average		21.3	17.8	23.1	8.9	12.1	9.1	7.8

TABLE 7(C)2a

Respondents' Second Reason For Insuring With Their Present Firms —  
By Provincial Land District and Overall

	No. of Valid Observations	Personal Relationship %	Stock Firm Connection %	Cheaper Premium %	Loyalty To Firm %	Farmer Owned and Profit Returning %	Connection With Family Organisations %	Standard of Service %
<u>North Island</u>								
Northland	124	9.7	0.0	8.1	8.1	2.4	12.9	58.9
Central Auckland	25	8.0	0.0	8.0	4.0	4.0	28.0	48.0
South Auckland/ Bay of Plenty	317	4.4	0.6	6.6	5.4	4.4	17.7	60.9
East Coast	28	10.7	10.7	7.1	7.1	3.6	3.6	57.1
Hawkes Bay	83	9.6	0.0	4.8	8.4	7.2	10.8	59.0
Taranaki	86	9.3	1.2	5.8	0.0	7.0	12.8	64.0
Wellington	140	3.6	1.4	7.9	2.1	6.4	13.6	65.0
<u>South Island</u>								
Marlborough	32	3.1	3.1	12.5	9.4	0.0	21.9	50.0
Nelson	25	4.0	0.0	12.0	0.0	12.0	12.0	60.0
Westland	17	0.0	0.0	0.0	0.0	23.5	11.8	64.7
Canterbury	187	2.7	6.4	7.5	7.0	10.2	11.8	54.5
Otago	109	4.6	3.7	2.8	6.4	5.5	14.7	62.4
Southland	116	6.9	3.4	5.2	3.4	6.9	8.6	65.5
	1289							
National Average		5.6	2.2	6.6	5.2	6.2	13.9	60.3

TABLE 7(D)1a

Insurance Representative's Most Recent Visit To Farm —  
By Provincial Land District and Overall

64.

	No. of Valid Observations	Within The Last Year %	Within Last Two Years %	Within Last Three Years %	Within Last Four Years %	Within Last Five Years %	Longer Than Five Years %
<u>North Island</u>							
Northland	159	37.7	22.6	11.3	3.8	6.3	18.2
Central Auckland	31	38.7	16.1	16.1	6.5	0.0	22.6
South Auckland/ Bay of Plenty	401	39.7	22.2	14.0	4.2	4.5	15.5
East Coast	38	39.5	18.4	13.2	2.6	10.5	15.8
Hawkes Bay	98	46.9	28.6	12.2	4.1	1.0	7.1
Taranaki	120	34.2	30.0	13.3	6.7	4.2	11.7
Wellington	190	47.9	26.3	8.9	2.6	2.1	12.1
<u>South Island</u>							
Marlborough	34	38.2	50.0	5.9	0.0	0.0	5.9
Nelson	31	48.4	22.6	19.4	3.2	3.2	3.2
Westland	24	45.8	25.0	8.3	0.0	0.0	20.8
Canterbury	235	51.1	23.4	12.8	3.0	1.7	8.1
Otago	143	47.6	30.1	6.3	4.2	4.2	7.7
Southland	153	51.6	26.1	8.5	2.0	3.9	7.8
	<u>1657</u>						
National Average		44.1	25.3	11.5	3.6	3.6	11.9

TABLE 7(E)1a

Whether Respondents Obtain Periodic Quotes From  
Alternative Insurers —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	160	35.6	64.4
Central Auckland	31	29.0	71.0
South Auckland/ Bay of Plenty	402	33.6	66.4
East Coast	38	31.6	68.4
Hawkes Bay	99	33.3	66.7
Taranaki	122	36.9	63.1
Wellington	190	36.8	63.2
<u>South Island</u>			
Marlborough	35	28.6	71.4
Nelson	30	46.7	53.3
Westland	24	45.8	54.2
Canterbury	235	42.1	57.9
Otago	143	35.0	65.0
Southland	153	36.6	63.4
	1662		
National Average		36.2	63.8

TABLE 7(G)1a

Reasons For Possible Change of Insurance Company —  
By Provincial Land District And Overall

	No. of Valid Observations	Dissatisfaction With Company %	Require Finance/ Mortgage %	Price %	Better Service %	Better Policy %	Other %
<u>North Island</u>							
Northland	142	34.5	10.6	19.7	16.2	17.6	1.4
Central Auckland	29	27.6	0.0	31.0	13.8	27.6	0.0
South Auckland/ Bay of Plenty	360	28.9	18.1	22.5	11.1	17.8	1.7
East Coast	36	36.1	8.3	22.2	2.8	30.6	0.0
Hawkes Bay	90	25.6	18.9	23.3	6.7	24.4	1.1
Taranaki	96	40.6	16.7	19.8	7.3	14.6	1.0
Wellington	168	32.7	13.7	23.8	9.5	16.7	3.6
<u>South Island</u>							
Marlborough	34	29.4	8.8	20.6	11.8	23.5	5.9
Nelson	28	32.1	14.3	28.6	14.3	10.7	0.0
Westland	23	30.4	8.7	34.8	4.3	17.4	4.3
Canterbury	206	38.3	11.2	27.2	10.2	13.1	0.0
Otago	121	33.9	9.9	28.1	9.1	15.7	3.3
Southland	135	36.3	10.4	26.7	7.4	17.8	1.5
	<u>1468</u>						
National Average		33.1	13.4	24.2	10.1	17.5	1.7



TABLE 8(A)1a

Respondents' Opinions of the Effects on N.Z. Farm Production  
of the European Economic Community (E.E.C.) and its  
Common Agricultural Policy (C.A.P.)

Impact of E.E.C. on Respondents' Decisions:  
Decreased Production —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	150	8.7	85.3	6.0
Central Auckland	25	0.0	96.0	4.0
South Auckland/ Bay of Plenty	372	8.1	85.2	6.7
East Coast	34	2.9	82.4	14.7
Hawkes Bay	93	5.4	89.2	5.4
Taranaki	109	6.4	88.1	5.5
Wellington	183	7.1	89.1	3.8
<u>South Island</u>				
Marlborough	32	0.0	100.0	0.0
Nelson	30	10.0	86.7	3.3
Westland	29	10.3	86.2	3.4
Canterbury	223	9.4	84.3	6.3
Otago	128	3.9	90.6	5.5
Southland	144	10.4	82.6	6.9
	1552			
National Average		7.5	86.7	5.9

TABLE 8(A)2a

Impact of E.E.C. on Respondents' Decisions:  
Increased Production —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	142	14.1	80.3	5.6
Central Auckland	25	20.0	80.0	0.0
South Auckland/ Bay of Plenty	365	15.6	77.0	7.4
East Coast	33	15.2	72.7	12.1
Hawkes Bay	91	16.5	80.2	3.3
Taranaki	108	22.2	73.1	4.6
Wellington	176	17.0	80.1	2.8
<u>South Island</u>				
Marlborough	31	12.9	83.9	3.2
Nelson	29	6.9	93.1	0.0
Westland	28	14.3	82.1	3.6
Canterbury	215	16.7	78.1	5.1
Otago	127	20.5	74.0	5.5
Southland	139	13.7	80.6	5.8
	1509			
National Average		16.4	78.3	5.3

TABLE 8(A)3a

Impact of E.E.C. on Respondents' Decisions:  
 Diversification into New Products —  
 By Provincial Land District and Overall

	No. of valid observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	145	20.0	74.5	5.5
Central Auckland	30	40.0	60.0	0.0
South Auckland/ Bay of Plenty	374	24.6	71.9	3.5
East Coast	36	13.9	77.8	8.3
Hawkes Bay	94	22.3	74.5	3.2
Taranaki	111	17.1	79.3	3.6
Wellington	184	26.6	70.7	2.7
<u>South Island</u>				
Marlborough	33	21.2	78.8	0.0
Nelson	30	30.0	70.0	0.0
Westland	29	13.8	79.3	6.9
Canterbury	225	21.8	75.6	2.7
Otago	131	22.1	74.0	3.8
Southland	147	19.7	76.2	4.1
	1569			
National Average		22.6	73.9	3.5

TABLE 8(A)4a

Impact of E.E.C. on Respondents' Decisions:  
 Specialisation in Fewer Products —  
 By Provincial Land District and Overall

	No. of valid observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	139	5.8	89.2	5.0
Central Auckland	24	4.2	95.8	0.0
South Auckland/ Bay of Plenty	353	5.7	88.7	5.7
East Coast	33	6.1	84.8	9.1
Hawkes Bay	89	6.7	89.9	3.4
Taranaki	103	2.9	92.2	4.9
Wellington	175	7.4	90.3	2.3
<u>South Island</u>				
Marlborough	32	6.3	93.8	0.0
Nelson	29	10.3	86.2	3.4
Westland	28	3.6	89.3	7.1
Canterbury	212	12.7	82.5	4.7
Otago	118	5.1	90.7	4.2
Southland	136	12.5	83.1	4.4
	1471			
National Average		7.4	88.1	4.5

TABLE 8(A)5a

Impact of E.E.C. on Respondents' Decisions:  
 Desire to Leave Farming —  
 By Provincial Land District and Overall

	No. of valid observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	144	22.9	72.9	4.2
Central Auckland	25	12.0	88.0	0.0
South Auckland/ Bay of Plenty	363	12.4	80.4	7.2
East Coast	33	21.2	69.7	9.1
Hawkes Bay	91	16.5	78.0	5.5
Taranaki	107	13.1	81.3	5.6
Wellington	175	12.6	80.6	6.9
<u>South Island</u>				
Marlborough	33	24.2	72.7	3.0
Nelson	29	6.9	79.3	13.8
Westland	29	17.2	75.9	6.9
Canterbury	215	14.9	78.6	6.5
Otago	122	17.2	77.9	4.9
Southland	138	17.4	71.0	11.6
	1504			
National Average		15.4	77.9	6.7

TABLE 8(B)1a

Respondents' Product Diversification as a Result of E.E.C. Policies —  
By Provincial Land District and Overall

	No. of valid observations	No Diversi- fication %	Deer Farming %	Forestry %	Horticulture %	Other %
<u>North Island</u>						
Northland	144	66.0	3.5	4.2	6.9	19.4
Central Auckland	30	46.7	6.7	3.3	10.0	33.3
South Auckland/ Bay of Plenty	377	68.2	6.6	2.7	10.6	11.9
East Coast	38	76.3	2.6	5.3	5.3	10.5
Hawkes Bay	90	71.1	6.7	3.3	6.7	12.2
Taranaki	106	75.5	4.7	2.8	7.5	9.4
Wellington	178	69.7	5.6	4.5	7.9	12.4
<u>South Island</u>						
Marlborough	33	69.7	12.1	3.0	6.1	9.1
Nelson	29	55.2	6.9	6.9	13.8	17.2
Westland	27	77.8	11.1	0.0	3.7	7.4
Canterbury	214	71.0	4.2	2.3	2.8	19.6
Otago	133	67.7	9.8	6.8	3.8	12.0
Southland	141	75.2	8.5	2.8	4.3	9.2
	1540					
National Average		69.5	6.3	3.5	6.9	13.7

TABLE 8(C)1a

Impact of Britain's Membership of the E.E.C.  
on Respondents' Farming Returns —  
By Provincial Land District and Overall

	No. of valid observations	Harmful %	No Impact %	Beneficial %
<u>North Island</u>				
Northland	156	64.1	33.3	2.6
Central Auckland	31	64.5	32.3	3.2
South Auckland/ Bay of Plenty	396	64.9	29.3	7.8
East Coast	37	75.7	18.9	5.4
Hawkes Bay	99	78.8	18.2	3.0
Taranaki	118	71.2	24.6	4.2
Wellington	188	77.7	19.7	2.7
<u>South Island</u>				
Marlborough	35	68.6	28.6	2.9
Nelson	29	65.5	31.0	3.4
Westland	29	72.4	24.1	3.4
Canterbury	234	77.4	19.2	3.4
Otago	137	70.1	26.3	3.6
Southland	149	79.2	19.5	1.3
	1638			
National Average		71.1	24.7	4.2

TABLE 8(D)1a

Respondents' Opinions Regarding Effects of the E.E.C.  
on the N.Z. Economy —  
By Provincial Land District and Overall

	No. of valid observations	Harmful %	No Impact %	Beneficial %
<u>North Island</u>				
Northland	144	84.0	11.1	4.9
Central Auckland	30	83.3	3.3	13.3
South Auckland/ Bay of Plenty	377	79.8	11.1	9.0
East Coast	36	97.2	2.8	0.0
Hawkes Bay	96	85.4	11.5	3.1
Taranaki	114	85.1	7.9	7.0
Wellington	183	88.0	8.7	3.3
<u>South Island</u>				
Marlborough	35	88.6	5.7	5.7
Nelson	30	83.3	13.3	3.3
Westland	27	77.8	18.5	3.7
Canterbury	215	87.9	8.8	3.3
Otago	135	88.1	8.1	3.7
Southland	140	87.9	10.0	2.1
	1562			
National Average		85.1	9.7	5.2



TABLE 8(D)2a

Respondents' Opinions Regarding Effects of the E.E.C.  
on the N.Z. Farming Sector Overall —  
By Provincial Land District and Overall

	No. of valid observations	Harmful %	No Impact %	Beneficial %
<u>North Island</u>				
Northland	142	79.6	12.7	7.7
Central Auckland	29	75.9	6.9	17.2
South Auckland/ Bay of Plenty	368	81.3	9.5	9.2
East Coast	36	94.4	0.0	5.6
Hawkes Bay	95	86.3	7.4	6.3
Taranaki	111	85.6	7.2	7.2
Wellington	181	86.2	8.3	5.5
<u>South Island</u>				
Marlborough	34	88.2	2.9	8.8
Nelson	29	79.3	10.3	10.3
Westland	28	78.6	14.3	7.1
Canterbury	215	89.3	7.0	3.7
Otago	131	84.0	9.9	6.1
Southland	139	87.8	6.5	5.8
	1538			
National Average		84.5	8.5	7.0

TABLE 8(D)3a

Respondents' Opinions Regarding Effects of the E.E.C.  
on Dairy Production in Particular —  
By Provincial Land District and Overall

	No. of valid observations	Harmful %	No Impact %	Beneficial %
<u>North Island</u>				
Northland	138	80.4	15.6	4.3
Central Auckland	28	75.0	21.4	3.6
South Auckland/ Bay of Plenty	362	72.9	19.1	8.0
East Coast	33	90.9	3.0	6.1
Hawkes Bay	90	88.9	5.6	5.6
Taranaki	112	79.5	14.3	6.3
Wellington	171	84.8	11.1	4.1
<u>South Island</u>				
Marlborough	33	93.9	3.0	3.0
Nelson	30	83.3	10.0	6.7
Westland	26	76.9	19.2	3.8
Canterbury	204	83.8	11.3	4.9
Otago	120	86.7	6.7	6.7
Southland	126	87.3	6.3	6.3
	1473			
National Average		81.5	12.6	5.9

TABLE 8(D)4a

Respondents' Opinions Regarding Effects of the E.E.C.  
on Sheepmeat Production in Particular —  
By Provincial Land District and Overall

	No. of valid observations	Harmful %	No Impact %	Beneficial %
<u>North Island</u>				
Northland	134	84.3	14.2	1.5
Central Auckland	27	77.8	14.8	7.4
South Auckland/ Bay of Plenty	355	80.6	14.6	4.8
East Coast	39	89.7	7.7	2.6
Hawkes Bay	95	86.3	8.4	5.3
Taranaki	110	75.5	19.1	5.5
Wellington	180	90.0	7.8	2.2
<u>South Island</u>				
Marlborough	33	81.8	6.1	12.1
Nelson	30	80.0	6.7	13.3
Westland	25	84.0	8.0	8.0
Canterbury	210	85.7	10.5	3.8
Otago	134	76.9	18.7	4.5
Southland	140	81.4	11.4	7.1
	1512			
National Average		82.7	12.6	4.7

TABLE 8(D)5a

Respondents' Opinions Regarding Effects of the E.E.C.  
on Horticulture in Particular —  
By Provincial Land District and Overall

	No. of valid observations	Harmful %	No Impact %	Beneficial %
<u>North Island</u>				
Northland	122	10.7	63.9	25.4
Central Auckland	25	12.0	32.0	56.0
South Auckland/ Bay of Plenty	323	8.0	66.3	25.7
East Coast	30	26.7	40.0	33.3
Hawkes Bay	75	25.3	44.0	30.7
Taranaki	94	3.2	66.0	30.9
Wellington	150	12.0	63.3	24.7
<u>South Island</u>				
Marlborough	31	9.7	71.0	19.4
Nelson	29	17.2	51.7	31.0
Westland	19	15.8	73.7	10.5
Canterbury	176	12.5	65.9	21.6
Otago	101	16.8	57.4	25.7
Southland	107	18.7	57.9	23.4
	1282			
National Average		12.5	61.5	26.0

TABLE 9(A) 1a

Respondents Who Prepare/Do Not Prepare an Annual  
Farm Budget —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	162	48.1	51.9
Central Auckland	31	32.3	67.7
South Auckland/ Bay of Plenty	402	52.2	47.8
East Coast	40	65.0	35.0
Hawkes Bay	98	65.3	34.7
Taranaki	122	41.8	58.2
Wellington	193	58.5	41.5
<u>South Island</u>			
Marlborough	35	60.0	40.0
Nelson	31	58.1	41.9
Westland	29	51.7	48.3
Canterbury	232	62.1	37.9
Otago	144	61.1	38.9
Southland	155	50.3	49.7
	1674		
National Average		54.7	45.3

TABLE 9(A) 1b

Respondents Who Prepare/Do Not Prepare an Annual  
Farm Budget —  
By Type of Farm

	No. of valid observations	Yes %	No %
Dairy	465	44.3	55.7
Sheep/Beef	991	58.2	41.8
Cropping	45	75.6	24.4
Other	167	56.9	43.1
	1668		
National Average		54.7	45.3

TABLE 9(B) 1a

Person(s) Responsible for Budget Preparation —  
By Provincial Land District and Overall

	No. of valid observations	Yourself %	Accountant %	Advisor %	Other %
<u>North Island</u>					
Northland	78	83.3	2.6	5.1	9.0
Central Auckland	10	90.0	10.0	0.0	0.0
South Auckland/ Bay of Plenty	209	74.2	12.0	8.6	5.3
East Coast	26	69.2	7.7	7.7	15.4
Hawkes Bay	64	65.6	17.2	6.3	10.9
Taranaki	50	66.0	26.0	6.0	2.0
Wellington	109	65.1	13.8	14.7	6.4
<u>South Island</u>					
Marlborough	20	70.0	10.0	20.0	0.0
Nelson	17	58.8	23.5	11.8	5.9
Westland	15	66.7	6.7	6.7	20.0
Canterbury	144	59.7	14.6	20.1	5.6
Otago	86	59.3	24.4	11.6	4.7
Southland	77	51.9	14.3	20.8	13.0
	905				
National Average		66.7	14.3	12.0	7.0

Note: Table 9(B)a to 9(D)3b are compiled from the responses of those who  
DO prepare an annual farm budget.

TABLE 9(B) 1b

Person(s) Responsible for Budget Preparation —  
By Type of Farm

	No. of valid observations	Yourself %	Accountant %	Advisor %	Other %
Dairy	205	69.8	19.5	7.3	3.4
Sheep/Beef	569	66.5	12.7	12.5	8.6
Cropping	34	64.7	11.8	17.6	5.9
Other	93	64.5	14.0	16.1	5.4
	901				
National Average		66.8	14.3	11.9	7.0

TABLE 9(C)1a

Usual Resemblance of Respondents' Farm Expenditure to  
Prepared Farm Budget —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	77	66.2	33.8
Central Auckland	10	80.0	20.0
South Auckland/ Bay of Plenty	206	83.0	17.0
East Coast	26	76.9	23.1
Hawkes Bay	64	87.5	12.5
Taranaki	48	85.4	14.6
Wellington	109	86.2	13.8
<u>South Island</u>			
Marlborough	20	85.0	15.0
Nelson	17	82.4	17.6
Westland	15	53.3	46.7
Canterbury	141	80.9	19.1
Otago	85	83.5	16.5
Southland	78	83.3	16.7
	896		
National Average		81.5	18.5

TABLE 9(C) 1b

Usual Resemblance of Respondents' Farm Expenditure  
to Prepared Farm Budget —  
By Type of Farm

	No. of valid observations	Yes %	No %
Dairy	200	79.0	21.0
Sheep/Beef	567	83.6	16.4
Cropping	34	88.2	11.8
Other	91	70.3	29.7
	892		
National Average		81.4	18.6

TABLE 9(D)1a

Development Control of Brushweeds Included in  
Respondents' Budgets —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	74	52.7	47.3
Central Auckland	10	50.0	50.0
South Auckland/ Bay of Plenty	204	36.3	63.7
East Coast	25	28.0	72.0
Hawkes Bay	64	26.6	73.4
Taranaki	47	53.2	46.8
Wellington	108	28.7	71.3
<u>South Island</u>			
Marlborough	18	33.3	66.7
Nelson	18	66.7	33.3
Westland	15	53.3	46.7
Canterbury	140	31.4	68.6
Otago	87	51.7	48.3
Southland	75	50.7	49.3
	885		
National Average		39.7	60.3

TABLE 9(D)1b

Development Control of Brushweeds Included in  
Respondents' Budget —  
By Type of Farm

	No. of valid observations	Yes %	No %
Dairy	196	35.7	64.3
Sheep/Beef	561	42.4	57.6
Cropping	32	12.5	87.5
Other	92	39.1	60.9
	881		
National Average		39.5	60.5



TABLE 9(D)2a

Maintenance Spraying of Brushweeds Included in  
Respondents' Budget —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	74	64.9	35.1
Central Auckland	10	60.0	40.0
South Auckland/ Bay of Plenty	203	49.3	50.7
East Coast	24	41.7	58.3
Hawkes Bay	64	32.8	67.2
Taranaki	47	61.7	38.3
Wellington	107	38.3	61.7
<u>South Island</u>			
Marlborough	18	50.0	50.0
Nelson	18	77.8	22.2
Westland	15	60.0	40.0
Canterbury	141	41.1	58.9
Otago	87	51.7	48.3
Southland	75	66.7	33.3
	883		
National Average		49.8	50.2

TABLE 9(D)2b

Maintenance Spraying of Brushweeds Included in  
Respondents' Budget —  
By Type of Farm

	No. of valid observations	Yes %	No %
Dairy	195	47.7	42.3
Sheep/Beef	561	52.2	47.8
Cropping	32	21.9	78.1
Other	91	48.4	51.6
	879		
National Average		49.7	50.3

TABLE 9(D)3a

Pasture Weed Spraying Included in Respondents' Budget —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	76	76.3	23.7
Central Auckland	10	90.0	10.0
South Auckland/ Bay of Plenty	205	80.0	20.0
East Coast	25	56.0	44.0
Hawkes Bay	64	75.0	25.0
Taranaki	48	70.8	29.2
Wellington	109	62.4	37.6
<u>South Island</u>			
Marlborough	19	47.4	52.6
Nelson	18	55.6	44.4
Westland	15	33.3	66.7
Canterbury	141	67.4	32.6
Otago	86	66.3	33.7
Southland	76	56.6	43.4
	892		
National Average		68.8	31.2

TABLE 9(D)3b

Pasture Weed Spraying Included in Respondents' Budget —  
By Type of Farm

	No. of valid observations	Yes %	No %
Dairy	199	75.9	24.1
Sheep/beef	565	64.6	35.4
Cropping	32	71.9	28.1
Other	92	80.4	19.6
	888		
National Average		69.0	31.0

TABLE 9(E)1a

Brushweed Control, Other Than Maintenance, Carried Out  
By Respondents During the 1982/83 Season —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	161	41.0	59.0
Central Auckland	31	35.5	64.5
South Auckland/ Bay of Plenty	396	21.2	78.8
East Coast	39	17.9	82.1
Hawkes Bay	95	17.9	82.1
Taranaki	120	23.3	76.1
Wellington	193	25.4	74.6
<u>South Island</u>			
Marlborough	35	31.4	68.6
Nelson	30	53.3	46.7
Westland	29	27.6	72.4
Canterbury	233	24.0	76.0
Otago	142	39.4	60.6
Southland	154	33.1	66.9
	1658		
National Average		27.7	72.3

TABLE 9(E)1b

Brushweed Control, Other Than Maintenance, Carried Out  
By Respondents During the 1982/83 Season —  
By Type of Farm

	No. of valid observations	Yes %	No %
Dairy	460	20.9	79.1
Sheep/Beef	983	31.5	68.5
Cropping	44	11.4	88.6
Other	165	28.5	71.5
	1652		
National Average		27.7	72.3

TABLE 9(F)1a

AREA (in hectares) of Brushweed Control Carried Out Using Given Methods  
 During the 1982/83 Season —  
 By Provincial Land District and Overall

	No. of valid observations	Root Ranking	Cultivation	Burning	Chemicals	Animals (Grazing)
<u>North Island</u>						
Northland	63	2.6	1.0	4.6	21.4	30.6
Central Auckland	11	0.3	0.0	0.2	4.5	2.8
South Auckland/ Bay of Plenty	83	0.3	1.7	0.6	19.8	16.9
East Coast	7	0.0	5.8	13.8	41.6	26.6
Hawkes Bay	16	0.0	1.9	8.7	19.5	4.7
Taranaki	28	0.1	0.0	8.2	15.3	21.3
Wellington	46	0.2	0.0	1.9	16.0	9.3
<u>South Island</u>						
Marlborough	11	1.6	1.8	3.8	10.7	24.5
Nelson	16	2.4	0.7	10.0	6.6	6.4
Westland	8	12.5	3.7	6.2	57.7	0.4
Canterbury	55	1.7	2.3	0.6	9.4	3.6
Otago	55	2.2	2.4	3.3	17.4	2.4
Southland	47	1.4	0.7	0.2	7.9	4.4
	446					
National Average		0.4	0.4	0.8	4.6	3.9

TABLE 9(F) 1b

AREA (in hectares) of Brushweed Control Carried Out Using Given Methods During the 1982/83 Season —  
By Type of Farm

	No. of valid observations	Root Raking	Cultivation	Burning	Chemicals	Animals (Grazing)
Dairy	93	0.3	0.7	0.5	10.5	5.2
Sheep/Beef	300	1.8	1.5	4.3	19.7	16.1
Cropping	5	1.0	12.8	0.4	14.2	0.4
Other	46	1.6	0.9	0.8	8.4	4.9
	444					
National Average		0.4	0.4	0.8	4.5	3.9

Note: Tables 9(F)a to 9(I)c are compiled from the responses of those who carried out more than maintenance of brushweed control during the 1982/83 season.

TABLE 9(G) 1a

Respondents' PROPOSED METHODS Of Brushweed Control For The 1983/84 Season  
Following The Removal Of The Noxious Plants Subsidy —  
By Provincial Land District And Overall

	No. of Valid Observations	No Change	Spend More On Similar Area	Spend Less On Similar Area	Spend Same On Smaller Area	Spray Larger Area	Maintenance Spraying Only	Spend Same Using Cheaper Methods	Stop All Noxious Plant Control
<u>North Island</u>		%	%	%	%	%	%	%	%
Northland	63	38.1	6.3	1.6	12.7	3.2	25.4	12.7	0.0
Central Auckland	10	30.0	10.0	0.0	20.0	0.0	30.0	0.0	10.0
South Auckland/ Bay of Plenty	81	49.4	13.6	2.5	9.9	2.5	18.5	2.5	1.2
East Coast	6	33.3	16.7	0.0	0.0	0.0	16.7	0.0	33.3
Hawkes Bay	16	56.3	0.0	0.0	25.0	0.0	12.5	6.3	0.0
Taranaki	26	38.5	11.5	7.7	11.5	7.7	23.1	0.0	0.0
Wellington	47	53.2	6.4	2.1	19.1	4.3	6.4	8.5	0.0
<u>South Island</u>									
Marlborough	11	63.6	9.1	0.0	9.1	0.0	0.0	9.1	9.1
Nelson	16	18.8	6.3	0.0	18.8	0.0	50.0	6.3	0.0
Westland	8	25.0	12.5	0.0	12.5	12.5	37.5	0.0	0.0
Canterbury	53	43.4	11.3	1.9	15.1	1.9	24.5	0.0	1.9
Otago	55	38.2	10.9	1.8	20.0	0.0	23.6	0.0	5.5
Southland	51	45.1	2.0	5.9	21.6	0.0	21.6	3.9	0.0
	443								
National Average		43.3	8.8	2.5	15.6	2.3	21.2	4.3	2.0

TABLE 9(H)1a

Relative Importance of COSTS to Those Respondents Who Use Other Than Chemicals  
for Controlling Brushweeds — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	10	90	10.0	0.0	0.0	0.0
Central Auckland	—	—	—	—	—	—
South Auckland/ Bay of Plenty	12	33.3	41.7	25.0	0.0	0.0
East Coast	—	—	—	—	—	—
Hawkes Bay	3	66.7	33.3	0.0	0.0	0.0
Taranaki	—	—	—	—	—	—
Wellington	7	85.7	14.3	0.0	0.0	0.0
<u>South Island</u>						
Marlborough	4	50.0	25.0	25.0	0.0	0.0
Nelson	3	66.7	33.3	0.0	0.0	0.0
Westland	4	25.0	75.0	0.0	0.0	0.0
Canterbury	9	44.4	44.4	0.0	11.1	0.0
Otago	8	75.0	12.5	0.0	0.0	12.5
Southland	8	37.5	50.0	12.5	0.0	0.0
	73					
National Average		58.9	30.1	8.2	1.4	1.4

Note: Responses from Central Auckland, East Coast and Taranaki were insufficient for inclusion in this table.

TABLE 9(H)2a

Relative Importance of TYPE OF LAND to Those Respondents Who Use Other Than Chemicals  
in Controlling Brushweeds —  
By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	7	42.9	42.9	0.0	14.3	0.0
Central Auckland	—	—	—	—	—	—
South Auckland/ Bay of Plenty	11	18.2	72.7	9.1	0.0	0.0
East Coast	—	—	—	—	—	—
Hawkes Bay	3	33.3	0.0	33.3	33.3	0.0
Taranaki	—	—	—	—	—	—
Wellington	5	0.0	80.0	20.0	0.0	0.0
<u>South Island</u>						
Marlborough	4	75.0	0.0	25.0	0.0	0.0
Nelson	3	0.0	100.0	0.0	0.0	0.0
Westland	4	25.0	50.0	0.0	25.0	0.0
Canterbury	7	42.9	42.9	14.3	0.0	0.0
Otago	8	50.0	37.5	0.0	0.0	12.5
Southland	7	0.0	71.4	14.3	14.3	0.0
	59					
National Average		31.3	51.6	9.4	6.3	1.6

Note: Responses from Central Auckland, East Coast and Taranaki were insufficient for inclusion in this table



TABLE 9(H)3a

Relative Importance of ENVIRONMENTAL ATTITUDES Held by Those Respondents Who Use Other  
Than Chemicals in Controlling Brushweeds — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	6	33.3	16.7	50.0	0.0	0.0
Central Auckland	—	—	—	—	—	—
South Auckland/ Bay of Plenty	11	0.0	9.1	72.7	9.1	9.1
East Coast	—	—	—	—	—	—
Hawkes Bay	3	0.0	33.3	0.0	33.3	33.3
Taranaki	—	—	—	—	—	—
Wellington	5	40.0	0.0	20.0	40.0	0.0
<u>South Island</u>						
Marlborough	4	50.0	0.0	25.0	0.0	25.0
Nelson	3	0.0	66.7	0.0	0.0	33.3
Westland	4	25.0	25.0	25.0	25.0	0.0
Canterbury	6	16.7	33.3	16.7	0.0	33.3
Otago	7	14.3	0.0	28.6	28.6	28.6
Southland	7	14.3	14.3	42.9	14.3	14.3
	56					
National Average		19.4	16.1	33.9	14.5	16.1

Note: Responses from Central Auckland, East Coast and Taranaki were insufficient for inclusion in this table

TABLE 9(H)4a

Relative Importance of AESTHETIC VALUES to Those Respondents Who Use Other Than Chemicals  
in Controlling Brushweeds — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	7	14.3	28.6	28.6	14.3	14.3
Central Auckland	—	—	—	—	—	—
South Auckland/ Bay of Plenty	10	0.0	60.0	10.0	30.0	0.0
East Coast	—	—	—	—	—	—
Hawkes Bay	3	0.0	100.0	0.0	0.0	0.0
Taranaki	—	—	—	—	—	—
Wellington	5	20.0	60.0	0.0	0.0	20.0
<u>South Island</u>						
Marlborough	4	0.0	0.0	75.0	0.0	25.0
Nelson	3	66.7	33.3	0.0	0.0	0.0
Westland	4	0.0	25.0	25.0	50.0	0.0
Canterbury	6	33.3	0.0	33.3	16.7	16.7
Otago	8	37.5	25.0	25.0	12.5	0.0
Southland	9	33.3	44.4	11.1	0.0	11.1
59						
National Average		20.3	35.9	20.3	15.6	7.8

Note: Responses from Central Auckland, East Coast and Taranaki were insufficient for inclusion in this table

TABLE 9(H)5a

Relative Importance of TIME DELAY UNTIL LAND IS PRODUCTIVE to Those Respondents Who Use  
Other Than Chemicals in Controlling Brushweeds — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	6	50.0	33.3	16.7	0.0	0.0
Central Auckland	—	—	—	—	—	—
South Auckland/ Bay of Plenty	10	30.0	20.0	40.0	10.0	0.0
East Coast	—	—	—	—	—	—
Hawkes Bay	3	33.3	33.3	0.0	33.3	0.0
Taranaki	—	—	—	—	—	—
Wellington	5	0.0	100.0	0.0	0.0	0.0
<u>South Island</u>						
Marlborough	4	25.0	0.0	50.0	0.0	25.0
Nelson	3	66.7	0.0	0.0	33.3	0.0
Westland	4	25.0	25.0	25.0	25.0	0.0
Canterbury	6	33.3	16.7	16.7	16.7	16.7
Otago	7	42.9	42.9	14.3	0.0	0.0
Southland	7	28.6	14.3	28.6	14.3	14.3
	55					
National Average		35.0	28.3	20.0	11.7	5.0

Note: Responses from Central Auckland, East Coast and Taranaki were insufficient for inclusion in this table

TABLE 9(H)6a

Relative Importance of EASE OF USE to Those Respondents Who Use Other Than Chemicals  
in Controlling Brushweeds — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	7	14.3	42.9	0.0	0.0	42.9
Central Auckland	—	—	—	—	—	—
South Auckland/ Bay of Plenty	10	20.0	40.0	30.0	10.0	0.0
East Coast	3	0.0	66.7	33.3	0.0	0.0
Hawkes Bay	3	66.7	0.0	0.0	33.3	0.0
Taranaki	—	—	—	—	—	—
Wellington	5	60.0	20.0	20.0	0.0	0.0
<u>South Island</u>						
Marlborough	4	50.0	0.0	25.0	0.0	25.0
Nelson	3	33.3	66.7	0.0	0.0	0.0
Westland	4	0.0	50.0	25.0	25.0	0.0
Canterbury	6	16.7	33.3	16.7	33.3	0.0
Otago	8	37.5	50.0	12.5	0.0	0.0
Southland	7	42.9	42.9	0.0	14.3	0.0
	60					
National Average		31.7	36.5	15.9	9.5	6.3

Note: Responses from Central Auckland and Taranaki were insufficient for inclusion in this table

TABLE 9(I)1a

Whether or Not Respondents Were CLAIMING SUBSIDY for their Current  
NOXIOUS PLANTS PROGRAMME —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	66	39.4	60.6
Central Auckland	11	36.4	63.6
South Auckland/ Bay of Plenty	80	40.0	60.0
East Coast	7	57.1	42.9
Hawkes Bay	16	56.3	43.8
Taranaki	26	42.3	57.7
Wellington	47	48.9	51.1
<u>South Island</u>			
Marlborough	11	45.5	54.5
Nelson	16	75.0	25.0
Westland	8	12.5	87.5
Canterbury	53	58.5	41.5
Otago	54	66.7	33.3
Southland	51	56.9	43.1
	446		
National Average		50.0	50.0

TABLE 9(I)1b

Whether or Not Respondents Were CLAIMING SUBSIDY for  
their Current NOXIOUS PLANTS PROGRAMME —  
By Type of Farm

	No. of valid observations	Yes %	No %
Dairy	92	32.6	67.4
Sheep/Beef	303	56.1	43.9
Cropping	4	0.0	100.0
Other	45	46.7	53.3
	444		
National Average		49.8	50.2

TABLE 9(I) 1c

REASONS Given By Those Respondents Who, Although Using Chemicals,  
Are NOT CLAIMING SUBSIDIES For Their Current Noxious Weeds Programme -  
By Provincial Land District and Overall

	No. of Valid Observations	Too Much Trouble	Small Expenditure	Small Area	Not Available	Unaware of Availability	Quota Used	Used Subsidised Leftovers	Lost Right To Subsidy	Others
<u>North Island</u>		%	%	%	%	%	%	%	%	%
Northland	38	13.2	18.4	13.2	31.6	5.3	7.9	7.9	2.6	0.0
Central Auckland	7	14.3	14.3	14.3	28.6	14.3	14.3	0.0	0.0	0.0
South Auckland/ Bay of Plenty	46	15.2	8.7	19.6	28.3	15.2	4.3	6.5	2.2	0.0
East Coast	3	33.3	0.0	33.3	33.3	0.0	0.0	0.0	0.0	0.0
Hawkes Bay	7	14.3	14.3	28.6	14.3	0.0	14.3	0.0	0.0	14.3
Taranaki	11	18.2	9.1	18.2	36.4	0.0	9.1	0.0	9.1	0.0
Wellington	21	9.5	28.6	19.0	23.8	0.0	0.0	4.8	14.3	0.0
<u>South Island</u>										
Marlborough	6	0.0	16.7	16.7	16.7	33.3	0.0	0.0	16.7	0.0
Nelson	4	0.0	0.0	50.0	25.0	0.0	0.0	0.0	0.0	25.0
Westland	5	0.0	20.0	0.0	40.0	0.0	20.0	0.0	20.0	0.0
Canterbury	19	10.5	10.5	15.8	15.8	21.1	15.8	0.0	5.3	5.3
Otago	14	0.0	14.3	21.4	42.9	7.1	0.0	0.0	14.3	0.0
Southland	17	5.9	17.6	11.8	23.5	23.5	0.0	17.6	0.0	0.0
	198									
National Average		11.1	14.6	17.7	27.8	10.6	6.1	5.1	5.6	1.6

TABLE 10(A)1a

Relative Importance of the HISTORICAL Factor in Influencing Respondents' Decisions to  
Purchase Farm Requisites From a Particular Source — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	145	2.1	6.9	7.6	47.6	35.9
Central Auckland	26	0.0	3.8	11.5	34.6	50.0
South Auckland/ Bay of Plenty	384	3.4	8.1	12.8	44.0	31.8
East Coast	38	0.0	10.5	15.8	42.1	31.6
Hawkes Bay	94	6.4	13.8	18.1	38.3	23.4
Taranaki	107	3.7	16.8	15.0	38.3	26.2
Wellington	187	3.2	17.6	17.1	28.3	33.7
<u>South Island</u>						
Marlborough	33	0.0	15.2	6.1	36.4	42.4
Nelson	30	6.7	3.3	6.7	46.7	36.7
Westland	25	4.0	16.0	16.0	32.0	32.0
Canterbury	226	4.9	15.5	19.0	35.4	25.2
Otago	132	0.8	12.1	19.7	43.2	24.2
Southland	148	4.1	13.5	23.0	31.1	28.4
	1575					
National Average		3.4	12.1	15.6	38.7	30.2

TABLE 10(A)2a

Relative Importance of WOOL/LIVESTOCK TRADING Through a STOCK AND STATION COMPANY  
as a Factor Influencing Respondents' Decisions to Purchase Farm Requisites  
From a Particular Source — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	140	5.7	31.4	25.7	23.6	13.6
Central Auckland	27	0.0	29.6	29.6	18.5	22.2
South Auckland/ Bay of Plenty	373	9.1	27.1	18.5	27.6	17.7
East Coast	38	21.1	47.4	13.2	15.8	2.6
Hawkes Bay	98	22.4	39.8	15.3	13.3	9.2
Taranaki	107	11.2	36.4	17.8	19.6	15.0
Wellington	184	8.7	36.4	21.2	23.9	9.8
<u>South Island</u>						
Marlborough	35	5.7	34.3	25.7	20.0	14.3
Nelson	29	13.8	44.8	3.4	13.8	24.1
Westland	23	8.7	26.1	26.1	30.4	8.7
Canterbury	224	10.7	41.1	17.9	23.7	6.7
Otago	135	8.9	49.6	12.6	20.0	8.9
Southland	150	13.3	43.3	19.3	18.0	6.0
	1563					
National Average		10.5	36.5	18.7	22.4	11.8



TABLE 10(A)3a

Relative Importance of FINANCE FROM A STOCK AND STATION COMPANY as a Factor Influencing  
 Respondents' Decisions to Purchase Farm Requisites From a Particular Source  
 — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	141	7.8	22.7	14.2	25.5	29.8
Central Auckland	27	11.1	18.5	3.7	33.3	33.3
South Auckland/ Bay of Plenty	368	5.4	15.8	9.0	32.3	37.5
East Coast	39	15.4	28.2	5.1	30.8	20.5
Hawkes Bay	97	21.6	23.7	6.2	25.8	22.7
Taranaki	102	7.8	22.5	9.8	25.5	34.3
Wellington	181	9.4	21.0	8.3	29.3	32.0
<u>South Island</u>						
Marlborough	35	11.4	22.9	5.7	22.9	37.1
Nelson	30	6.7	20.0	6.7	43.3	23.3
Westland	23	13.0	8.7	4.3	43.5	30.4
Canterbury	225	12.0	26.7	9.8	26.7	24.9
Otago	133	10.5	28.6	6.8	31.6	22.6
Southland	148	19.6	30.4	13.5	14.9	21.6
	1549					
National Average		10.7	22.5	9.2	28.1	29.5

TABLE 10(A)4a

Relative Importance of TRADING REPRESENTATIVES' ADVICE AND SERVICE as a Factor Influencing  
Respondents' Decisions to Purchase Farm Requisites From a Particular Source —  
By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	141	10.6	41.8	21.3	15.6	10.6
Central Auckland	26	11.5	42.3	11.5	19.2	15.4
South Auckland/ Bay of Plenty	370	15.1	32.7	23.2	17.8	11.1
East Coast	38	13.2	55.3	15.8	13.2	2.6
Hawkes Bay	96	13.5	47.9	13.5	17.7	7.3
Taranaki	107	7.5	48.6	20.6	11.2	12.1
Wellington	185	14.1	41.6	21.1	12.4	10.8
<u>South Island</u>						
Marlborough	35	5.7	48.6	20.0	20.0	5.7
Nelson	30	36.7	36.7	10.0	16.7	0.0
Westland	23	4.3	43.5	26.1	17.4	8.7
Canterbury	226	14.2	46.5	18.6	14.6	6.2
Otago	136	11.0	43.4	20.6	18.4	6.6
Southland	147	13.6	38.1	27.9	12.9	7.5
	1560					
National Average		13.3	41.3	20.9	15.6	8.9

TABLE 10(A)5a

Relative Importance of FRIENDLY STORE STAFF as a Factor Influencing Respondents'  
Decisions to Purchase Farm Requisites from a Particular Source —  
By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	144	15.3	44.4	23.6	9.7	6.9
Central Auckland	26	11.5	69.2	3.8	15.4	0.0
South Auckland/ Bay of Plenty	378	20.1	47.9	17.2	11.1	3.7
East Coast	38	18.4	47.4	15.8	18.4	0.0
Hawkes Bay	95	18.9	49.5	15.8	11.6	4.2
Taranaki	108	16.7	50.9	22.2	5.6	4.6
Wellington	184	17.9	45.1	22.3	8.7	6.0
<u>South Island</u>						
Marlborough	35	14.3	40.0	25.7	17.1	2.9
Nelson	30	26.7	43.3	10.0	20.0	0.0
Westland	23	17.4	30.4	43.5	8.7	0.0
Canterbury	225	18.2	42.2	21.8	10.7	7.1
Otago	132	16.7	37.9	23.5	17.4	4.5
Southland	146	17.1	39.0	26.7	11.0	6.2
	1564					
National Average		18.0	44.9	20.9	11.3	4.9

TABLE 10(A)6a

Relative Importance of KNOWLEDGEABLE STORE STAFF as a Factor Influencing Respondents'  
Decisions to Purchase From a Particular Source —  
By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	144	24.3	45.8	18.8	6.3	4.9
Central Auckland	26	30.8	50.0	7.7	7.7	3.8
South Auckland/ Bay of Plenty	374	32.6	41.4	11.5	10.7	3.7
East Coast	38	26.3	52.6	13.2	5.3	2.6
Hawkes Bay	95	29.5	43.2	13.7	8.4	5.3
Taranaki	105	26.7	52.4	11.4	4.8	4.8
Wellington	186	34.9	38.7	15.1	5.9	5.4
<u>South Island</u>						
Marlborough	34	38.2	38.2	14.7	2.9	5.9
Nelson	30	36.7	46.7	3.3	13.3	0.0
Westland	24	33.3	25.0	33.3	8.3	0.0
Canterbury	224	29.0	43.3	14.7	8.5	4.5
Otago	133	22.6	48.1	11.3	11.3	6.8
Southland	147	27.2	41.5	18.4	6.8	6.1
	1560					
National Average		29.7	43.4	14.0	8.2	4.7

TABLE 10(A)7a

Relative Importance of CHEAPER PRICES as a Factor Influencing Respondents' Decisions to  
Purchase Farm Requisites From a Particular Source —  
By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	143	28.7	33.6	23.1	8.4	6.3
Central Auckland	27	40.7	37.0	14.8	7.4	0.0
South Auckland/ Bay of Plenty	375	35.5	34.1	13.3	11.7	5.3
East Coast	38	21.1	34.2	23.7	7.9	13.2
Hawkes Bay	93	29.0	35.5	21.5	9.7	4.3
Taranaki	105	28.6	35.2	24.8	10.5	1.0
Wellington	182	23.6	36.3	25.8	9.9	4.4
<u>South Island</u>						
Marlborough	34	35.3	41.2	14.7	2.9	5.9
Nelson	30	26.7	33.3	10.0	26.7	3.3
Westland	23	17.4	52.2	17.4	13.0	0.0
Canterbury	223	29.6	26.9	18.8	15.7	9.0
Otago	136	40.4	22.8	19.1	9.6	8.1
Southland	146	26.7	25.3	28.1	13.0	6.8
	1555					
National Average		30.7	32.1	19.9	11.4	5.9

TABLE 10(A)8a

Relative Importance of a PLEASANT SHOPPING ENVIRONMENT as a Factor Influencing Respondents'  
Decisions to Purchase From a Particular Source —  
By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	141	9.2	31.9	36.2	17.0	5.7
Central Auckland	27	11.1	44.4	22.2	18.5	3.7
South Auckland/ Bay of Plenty	372	11.8	33.9	29.3	19.1	5.9
East Coast	38	7.9	36.8	34.2	13.2	7.9
Hawkes Bay	93	6.5	38.7	33.3	17.2	4.3
Taranaki	107	9.3	47.7	29.0	11.2	2.8
Wellington	182	7.7	30.8	28.6	23.6	9.3
<u>South Island</u>						
Marlborough	34	0.0	20.6	32.4	29.4	17.6
Nelson	30	6.7	33.3	20.0	30.0	10.0
Westland	24	4.2	37.5	29.2	20.8	8.3
Canterbury	222	9.0	23.9	36.9	20.7	9.5
Otago	132	3.8	28.0	25.0	34.1	9.1
Southland	145	8.3	33.1	33.1	16.6	9.0
	1547					
National Average		8.6	32.6	31.0	20.4	7.4

TABLE 10(A)9a

Relative Importance of a SUPERIOR PRODUCT RANGE as a Factor Influencing Respondents'  
Decisions to Purchase Farm Requisites From a Particular Source —  
By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	141	21.3	51.1	15.6	7.8	4.3
Central Auckland	26	34.6	46.2	11.5	3.8	3.8
South Auckland/ Bay of Plenty	372	26.3	44.6	13.2	11.6	4.3
East Coast	38	15.8	42.1	28.9	13.2	0.0
Hawkes Bay	93	18.3	47.3	21.5	8.6	4.3
Taranaki	105	24.8	47.6	19.0	6.7	1.9
Wellington	183	16.9	44.8	20.2	9.8	8.2
<u>South Island</u>						
Marlborough	34	8.8	52.9	14.7	11.8	11.8
Nelson	30	23.3	36.7	23.3	16.7	0.0
Westland	23	13.0	47.8	21.7	13.0	4.3
Canterbury	222	22.1	34.2	24.8	12.6	6.3
Otago	132	12.9	43.2	21.2	14.4	8.3
Southland	145	17.2	37.2	26.2	13.8	5.5
	1544					
National Average		20.8	43.3	19.4	11.1	5.3

TABLE 10(A) 10a

Relative Importance of OTHER FACTORS Influencing Respondents' Decisions to Purchase  
Farm Requisites From a Particular Source —  
By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	137	8.0	6.6	0.7	1.5	83.2
Central Auckland	27	7.4	3.7	0.0	11.1	77.8
South Auckland/ Bay of Plenty	359	6.1	4.5	0.8	2.2	86.4
East Coast	36	2.8	8.3	0.0	2.8	86.1
Hawkes Bay	83	7.2	3.6	0.0	1.2	88.0
Taranaki	103	7.8	5.8	1.9	0.0	84.5
Wellington	169	5.3	4.7	0.6	0.6	88.8
<u>South Island</u>						
Marlborough	33	3.0	3.0	0.0	0.0	93.9
Nelson	29	0.0	10.3	0.0	0.0	89.7
Westland	21	9.5	9.5	0.0	0.0	81.0
Canterbury	212	3.8	5.7	0.9	2.4	87.3
Otago	123	3.3	4.1	0.8	0.8	91.1
Southland	141	5.0	4.3	2.1	0.7	87.9
	1473					
National Average		5.5	5.1	0.9	1.6	87.0



TABLE 10(B)1a

Relative Importance to Respondents of Stock and Station Representatives' INFORMATION ON  
NEW PRODUCTS — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	153	21.6	44.4	19.6	10.5	3.9
Central Auckland	28	10.7	46.4	21.4	14.3	7.1
South Auckland/ Bay of Plenty	389	23.7	40.6	19.0	10.8	5.9
East Coast	39	38.5	41.0	15.4	2.6	2.6
Hawkes Bay	98	29.6	43.9	14.3	9.2	3.1
Taranaki	111	36.0	42.3	13.5	3.6	4.5
Wellington	191	26.2	45.0	15.7	8.4	4.7
<u>South Island</u>						
Marlborough	35	25.7	48.6	5.7	11.4	8.6
Nelson	30	23.3	53.3	10.0	13.3	0.0
Westland	25	24.0	48.0	20.0	8.0	0.0
Canterbury	230	34.8	40.9	14.8	8.3	1.3
Otago	138	20.3	46.4	15.9	12.3	5.1
Southland	149	20.1	45.6	19.5	12.1	2.7
	1616					
National Average		26.1	43.4	16.7	9.7	4.1

TABLE 10(B)2a

Relative Importance to Respondents of Stock and Station Representatives' INFORMATION  
on the USE OF EXISTING PRODUCTS — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	148	17.6	46.6	20.3	10.8	4.7
Central Auckland	27	11.1	48.1	18.5	14.8	7.4
South Auckland/ Bay of Plenty	383	21.9	48.6	15.1	9.7	4.7
East Coast	39	30.8	53.8	10.3	0.0	5.1
Hawkes Bay	99	26.3	49.5	14.1	7.1	3.0
Taranaki	112	29.5	45.5	14.3	6.3	4.5
Wellington	191	15.7	57.6	16.2	5.8	4.7
<u>South Island</u>						
Marlborough	35	14.3	57.1	8.6	14.3	5.7
Nelson	30	26.7	50.0	6.7	16.7	0.0
Westland	26	11.5	57.7	23.1	7.7	0.0
Canterbury	225	28.9	48.9	13.3	8.0	0.9
Otago	137	10.9	50.4	21.2	11.7	5.8
Southland	149	16.1	51.0	19.5	11.4	2.0
	1601					
National Average		20.9	50.2	16.1	9.1	3.8

TABLE 10(B)3a

Relative Importance to Respondents of Stock and Station Representatives' FARM MANAGEMENT  
ADVICE — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	147	4.8	23.8	22.4	35.4	13.6
Central Auckland	29	10.3	34.5	6.9	37.9	10.3
South Auckland/ Bay of Plenty	379	7.4	21.1	21.4	34.6	15.6
East Coast	39	15.4	12.8	20.5	35.9	15.4
Hawkes Bay	96	16.7	15.6	17.7	33.3	16.7
Taranaki	110	8.2	13.6	23.6	35.5	19.1
Wellington	189	7.4	18.0	24.9	34.9	14.8
<u>South Island</u>						
Marlborough	35	8.6	34.3	20.0	20.0	17.1
Nelson	30	10.0	23.3	20.0	30.0	16.7
Westland	25	16.0	12.0	28.0	24.0	20.0
Canterbury	226	9.3	21.7	27.4	28.3	13.3
Otago	137	9.5	24.1	20.4	29.2	16.8
Southland	148	19.6	23.6	25.7	22.3	8.8
	1590					
National Average		9.8	20.9	22.8	31.7	14.8

TABLE 10(B)4a

Relative Importance to Respondents of DELIVERY OF GOODS From Stock and Station Representatives —  
By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	147	12.2	29.9	23.8	24.5	9.5
Central Auckland	28	17.9	35.7	14.3	25.0	7.1
South Auckland/ Bay of Plenty	382	16.0	26.2	16.2	29.1	12.6
East Coast	39	30.8	25.6	5.1	23.1	15.4
Hawkes Bay	96	19.8	20.8	11.5	34.4	13.5
Taranaki	111	27.9	34.2	17.1	16.2	4.5
Wellington	190	15.8	37.4	21.1	19.5	6.3
<u>South Island</u>						
Marlborough	35	11.4	40.0	25.7	11.4	11.4
Nelson	31	25.8	35.5	12.9	19.4	6.5
Westland	26	23.1	42.3	19.2	3.8	11.5
Canterbury	225	20.4	32.0	17.3	22.2	8.0
Otago	136	13.2	34.6	14.7	19.9	17.6
Southland	147	17.0	34.0	19.7	22.4	6.8
	1593					
National Average		17.8	31.3	17.5	23.4	10.1

TABLE 10(B)5a

Relative Importance to Respondents of an AGREEABLE PERSONAL RELATIONSHIP With Stock and  
Station Representatives — By Provincial Land District and Overall

	No. of valid observations	Very Important %	Important %	So-So %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	150	24.7	58.7	9.3	3.3	4.0
Central Auckland	29	20.7	69.0	0.0	6.9	3.4
South Auckland/ Bay of Plenty	391	24.8	55.2	11.3	5.4	3.3
East Coast	40	37.5	47.5	10.0	2.5	2.5
Hawkes Bay	96	40.6	44.8	9.4	5.2	0.0
Taranaki	120	35.8	48.3	9.2	1.7	5.0
Wellington	193	24.4	57.5	10.9	2.6	4.7
<u>South Island</u>						
Marlborough	35	25.7	42.9	17.1	8.6	5.7
Nelson	31	29.0	51.6	19.4	0.0	0.0
Westland	26	30.8	53.8	7.7	0.0	7.7
Canterbury	232	28.4	55.6	8.6	6.5	0.9
Otago	141	24.8	50.4	15.6	2.8	6.4
Southland	152	28.3	46.7	14.5	7.2	3.3
	1636					
National Average		27.8	53.2	11.1	4.5	3.4

TABLE 10(C)1a

Amount of Information and Advice Respondents Consider  
They Need Regarding FERTILISER —  
By Provincial Land District and Overall

	No. of valid observations	None %	Little %	Some %	Considerable %
<u>North Island</u>					
Northland	159	4.4	14.5	42.8	38.4
Central Auckland	31	6.5	3.2	45.2	45.2
South Auckland/ Bay of Plenty	403	6.9	12.7	48.1	32.3
East Coast	39	2.6	2.6	33.3	61.5
Hawkes Bay	100	9.0	8.0	51.0	32.0
Taranaki	121	6.6	21.5	45.5	26.4
Wellington	194	6.2	9.3	56.2	28.4
<u>South Island</u>					
Marlborough	35	2.9	5.7	60.0	31.4
Nelson	31	0.0	16.1	51.6	32.3
Westland	28	0.0	3.6	35.7	60.7
Canterbury	238	4.6	13.4	55.0	26.9
Otago	142	6.3	12.0	54.9	26.8
Southland	153	4.6	12.4	57.5	25.5
	1674				
National Average		5.7	12.2	50.7	31.5

TABLE 10(C)1b

Amount of Information and Advice Respondents Consider  
They Need Regarding FERTILISER —  
By Type of Farm

	No. of valid observations	None %	Little %	Some %	Considerable %
Dairy	466	5.8	14.2	50.0	30.0
Sheep/Beef	991	6.1	10.9	50.5	32.6
Cropping	46	4.3	21.7	45.7	28.3
Other	166	3.6	12.0	53.6	30.7
	1669				
National Average		5.7	12.2	50.5	31.6

TABLE 10(C)2a

Amount of Information and Advice Respondents Consider  
They Need Regarding ANIMAL HEALTH —  
By Provincial Land District and Overall

	No. of valid observations	None %	Little %	Some %	Considerable %
<u>North Island</u>					
Northland	157	3.2	17.2	52.2	27.4
Central Auckland	31	9.7	6.5	45.2	38.7
South Auckland/ Bay of Plenty	398	6.3	12.1	53.3	28.4
East Coast	38	2.6	5.3	60.5	31.6
Hawkes Bay	99	4.0	11.1	61.6	23.2
Taranaki	120	7.5	21.7	45.8	25.0
Wellington	194	3.6	15.5	53.6	27.3
<u>South Island</u>					
Marlborough	35	0.0	11.4	68.6	20.0
Nelson	31	3.2	16.1	48.4	32.3
Westland	27	0.0	11.1	51.9	37.0
Canterbury	236	3.8	21.6	53.0	21.6
Otago	142	7.0	18.3	54.2	20.4
Southland	152	3.9	11.2	60.5	24.3
	1660				
National Average		4.8	15.2	54.1	25.9

TABLE 10(C)2b

Amount of Information and Advice Respondents Consider  
They Need Regarding ANIMAL HEALTH —  
By Type of Farm

	No. of valid observations	None %	Little %	Some %	Considerable %
Dairy	463	4.1	15.6	50.3	30.0
Sheep/Beef	983	4.8	14.4	56.8	24.0
Cropping	46	15.2	26.1	37.0	21.7
Other	163	3.7	16.0	53.4	27.0
	1655				
National Average		4.8	15.2	54.1	25.9

TABLE 10(C)3a

Amount of Information and Advice Respondents Consider  
They Need Regarding CHEMICALS —  
By Provincial Land District and Overall

	No. of valid observations	None %	Little %	Some %	Considerable %
<u>North Island</u>					
Northland	158	3.2	16.5	51.9	28.5
Central Auckland	31	3.2	3.2	51.6	41.9
South Auckland/ Bay of Plenty	397	4.8	15.4	45.1	34.8
East Coast	38	7.9	2.6	47.4	42.1
Hawkes Bay	99	3.0	11.1	41.4	44.4
Taranaki	119	9.2	16.8	41.2	32.8
Wellington	192	5.2	11.5	49.0	34.4
<u>South Island</u>					
Marlborough	35	2.9	5.7	45.7	45.7
Nelson	31	3.2	12.9	51.6	32.3
Westland	27	11.1	11.1	55.6	22.2
Canterbury	235	3.0	10.6	36.2	50.2
Otago	142	1.4	6.3	48.6	43.7
Southland	151	2.6	7.3	47.7	42.4
	1655				
National Average		4.2	11.8	45.4	38.5

TABLE 10(C)3b

Amount of Information and Advice Respondents Consider  
They Need Regarding CHEMICALS —  
By Type of Farm

	No. of valid observations	None %	Little %	Some %	Considerable %
Dairy	461	4.6	16.3	46.9	32.3
Sheep/Beef	977	4.3	9.8	46.5	39.4
Cropping	46	2.2	8.7	26.1	63.0
Other	166	3.6	11.4	40.4	44.6
	1650				
National Average		4.2	11.8	45.4	38.6



TABLE 10(C)4a

Amount of Information and Advice Respondents Consider  
They Need Regarding FENCING —  
By Provincial Land District and Overall

	No. of valid observations	None %	Little %	Some %	Considerable %
<u>North Island</u>					
Northland	155	37.4	40.6	18.7	3.2
Central Auckland	31	38.7	38.7	16.1	6.5
South Auckland/ Bay of Plenty	394	42.9	38.3	16.5	2.3
East Coast	37	35.1	32.4	27.0	5.4
Hawkes Bay	97	38.1	41.2	18.6	2.1
Taranaki	119	50.4	28.6	16.8	4.2
Wellington	191	36.1	41.4	19.4	3.1
<u>South Island</u>					
Marlborough	35	20.0	62.9	17.1	0.0
Nelson	31	38.7	45.2	16.1	0.0
Westland	27	44.4	22.2	33.3	0.0
Canterbury	234	37.6	41.0	19.7	1.7
Otago	140	43.6	40.7	12.9	2.9
Southland	150	38.0	40.7	20.0	1.3
	1641				
National Average		39.9	39.4	18.2	2.5

TABLE 10(C)4b

Amount of Information and Advice Respondents Consider  
They Need Regarding FENCING —  
By Type of Farm

	No. of valid observations	None %	Little %	Some %	Considerable %
Dairy	459	43.4	37.9	16.1	2.6
Sheep/Beef	967	37.3	39.8	20.3	2.6
Cropping	46	41.3	43.5	15.2	0.0
Other	164	45.1	39.6	12.8	2.4
	1636				
National Average		39.9	39.4	18.2	2.5

TABLE 10(C)5a

Amount of Information and Advice Respondents Consider  
They Need Regarding LIGHT FARM MACHINERY —  
By Provincial Land District and Overall

	No. of valid observations	None %	Little %	Some %	Considerable %
<u>North Island</u>					
Northland	155	23.9	36.1	35.5	4.5
Central Auckland	31	29.0	32.3	29.0	9.7
South Auckland/ Bay of Plenty	393	22.9	34.1	37.7	5.3
East Coast	37	21.6	24.3	43.2	10.8
Hawkes Bay	97	23.7	41.2	26.8	8.2
Taranaki	119	31.1	27.7	31.9	9.2
Wellington	189	19.6	36.0	37.0	7.4
<u>South Island</u>					
Marlborough	35	17.1	40.0	28.6	14.3
Nelson	30	23.3	33.3	40.0	3.3
Westland	27	25.9	44.4	25.9	3.7
Canterbury	234	25.6	35.5	34.2	4.7
Otago	139	30.2	31.7	30.2	7.9
Southland	149	22.1	34.2	39.6	4.0
	1635				
National Average		24.2	34.5	35.0	6.3

TABLE 10(C)5b

Amount of Information and Advice Respondents Consider  
They Need Regarding LIGHT FARM MACHINERY —  
By Type of Farm

	No. of valid observations	None %	Little %	Some %	Considerable %
Dairy	457	23.2	35.9	35.9	5.0
Sheep/Beef	962	24.3	34.0	34.2	7.5
Cropping	46	26.1	41.3	26.1	6.5
Other	165	25.5	32.1	39.4	3.0
	1630				
National Average		24.2	34.5	35.0	6.3

TABLE 10(D) 1a

Respondents' Main Sources of INFORMATION AND ADVICE REGARDING FERTILISER —  
By Provincial Land District And Overall

	No. of Valid Observations	M.A.F.	Stock & Station Firm	Farmers	Magazines and Periodicals	Other Media	Private Farm Advisors	Other	None
<u>North Island</u>		%	%	%	%	%	%	%	%
Northland	158	52.5	5.7	8.9	15.2	0.0	9.5	5.1	3.2
Central Auckland	31	58.1	3.2	3.2	12.9	3.2	9.7	3.2	6.5
South Auckland/ Bay Of Plenty	398	48.2	7.3	5.8	13.3	0.5	14.1	6.8	4.0
East Coast	39	48.7	17.9	10.3	7.7	0.0	5.1	10.3	0.0
Hawkes Bay	99	30.3	25.3	1.0	16.2	1.0	5.1	17.2	4.0
Taranaki	117	33.3	22.2	8.5	18.8	3.4	5.1	4.3	4.3
Wellington	189	31.7	25.9	5.3	15.3	0.5	13.2	4.2	3.7
<u>South Island</u>									
Marlborough	35	40.0	20.0	11.4	11.4	2.9	2.9	8.6	2.9
Nelson	31	22.6	12.9	6.5	22.6	0.0	16.1	19.4	0.0
Westland	28	60.7	10.7	14.3	10.7	0.0	0.0	3.6	0.0
Canterbury	234	34.2	17.1	12.0	14.5	0.9	13.2	5.6	2.6
Otago	141	44.0	9.2	7.8	16.3	0.7	10.6	8.5	2.8
Southland	151	29.1	18.5	11.9	15.2	2.0	7.3	10.6	5.3
	1651								
National Average		40.3	14.6	7.9	14.8	1.0	10.6	7.3	3.5

TABLE 10(D)2a

Respondents' Main Sources Of INFORMATION AND ADVICE  
REGARDING ANIMAL HEALTH —  
By Provincial Land District And Overall

	No. of Valid Observations	M.A.F.	Stock & Station Firm	Farmers	Magazines and Periodicals	Other Media	Private Farm Advisors	Other	None
		%	%	%	%	%	%	%	%
<u>North Island</u>									
Northland	156	16.7	4.5	9.6	8.3	0.6	9.6	50.0	0.6
Central Auckland	31	29.0	0.0	6.5	19.4	3.2	6.5	35.5	0.0
South Auckland/ Bay Of Plenty	393	12.2	4.3	8.1	10.2	0.3	10.9	49.9	4.1
East Coast	38	5.3	13.2	10.5	7.9	0.0	10.5	50.0	2.6
Hawkes Bay	99	7.1	16.2	3.0	8.1	0.0	9.1	54.5	2.0
Taranaki	112	17.9	13.4	3.6	13.4	2.7	3.6	42.0	3.6
Wellington	190	7.4	9.5	3.7	13.7	1.6	10.0	52.6	1.6
<u>South Island</u>									
Marlborough	35	11.4	14.3	2.9	8.6	5.7	5.7	51.4	0.0
Nelson	31	19.4	9.7	9.7	19.4	0.0	3.2	38.7	0.0
Westland	28	7.1	7.1	10.7	17.9	3.6	10.7	39.3	3.6
Canterbury	230	8.3	7.4	7.4	8.7	2.2	9.1	55.2	1.7
Otago	140	15.0	9.3	12.9	16.4	0.0	6.4	36.4	3.6
Southland	151	7.9	11.9	13.2	11.3	2.6	7.9	42.4	2.6
	1634								
National Average		11.6	8.3	7.9	11.3	1.3	8.8	48.2	2.5

TABLE 10(D)3a

Respondents' Main Sources Of INFORMATION AND ADVICE REGARDING CHEMICALS —  
By Provincial Land District And Overall

	No. of Valid Observations	M.A.F.	Stock and Station Firm	Farmers	Magazines and Periodicals	Other Media	Private Farm Advisors	Other	None
		%	%	%	%	%	%	%	%
<u>North Island</u>									
Northland	156	14.7	44.2	7.1	20.5	0.6	3.2	6.4	3.2
Central Auckland	31	22.6	32.3	6.5	22.6	3.2	3.2	3.2	6.5
South Auckland/ Bay Of Plenty	392	20.9	38.3	3.6	13.8	1.5	4.8	11.0	6.1
East Coast	38	15.8	57.9	2.6	5.3	0.0	2.6	7.9	7.9
Hawkes Bay	98	14.3	63.3	1.0	9.2	1.0	1.0	6.1	4.1
Taranaki	110	4.5	58.2	3.6	20.9	1.8	2.7	1.8	6.4
Wellington	188	7.4	55.9	1.6	12.8	1.6	3.7	11.7	5.3
<u>South Island</u>									
Marlborough	35	8.6	54.3	5.7	14.3	0.0	8.6	8.6	0.0
Nelson	31	19.4	32.3	6.5	16.1	0.0	6.5	16.1	3.2
Westland	28	21.4	21.4	3.6	35.7	0.0	0.0	0.0	17.9
Canterbury	233	11.2	57.1	4.7	9.4	1.3	6.9	8.2	1.3
Otago	140	13.6	40.0	3.5	15.7	1.4	8.6	14.3	2.9
Southland	149	8.7	44.3	6.7	14.8	5.4	4.0	12.8	3.4
	1629								
National Average		13.8	47.4	4.1	14.5	1.7	4.7	9.4	4.5

TABLE 10(D)4a

Respondents' Main Sources Of INFORMATION AND ADVICE REGARDING FENCING —  
By Provincial Land District and Overall

	No. of valid observations	M.A.F.	Stock and Station Firm	Farmers	Magazines and Periodicals	Other Media	Private Farm Advisors	Other	None
		%	%	%	%	%	%	%	%
<u>North Island</u>									
Northland	154	3.9	13.0	18.2	22.7	0.0	0.6	5.8	35.7
Central Auckland	30	10.0	10.0	20.0	23.3	6.7	0.0	6.7	23.3
South Auckland/ Bay of Plenty	388	3.4	10.6	20.6	16.0	0.5	1.0	5.7	42.3
East Coast	38	7.9	34.2	10.5	15.8	0.0	2.6	2.6	26.3
Hawkes Bay	96	4.2	21.9	16.7	14.6	2.1	1.0	5.2	34.4
Taranaki	111	3.6	13.5	13.5	18.9	0.9	0.0	5.4	44.1
Wellington	188	2.1	21.8	20.7	18.1	0.0	1.1	6.9	29.3
<u>South Island</u>									
Marlborough	35	0.0	20.0	31.4	22.9	2.9	0.0	2.9	20.0
Nelson	31	6.5	6.5	16.1	29.0	0.0	0.0	3.2	38.7
Westland	28	3.6	10.7	25.0	25.0	0.0	0.0	0.0	35.7
Canterbury	230	1.3	8.7	18.7	18.7	1.7	3.0	10.9	37.0
Otago	137	12.2	13.9	22.6	24.1	1.5	2.2	3.6	29.9
Southland	149	0.4	10.1	23.5	13.4	1.3	1.3	6.7	39.6
	1615								
National Average		3.2	13.6	19.8	18.5	1.0	1.3	6.2	36.3

TABLE 10(D)5a

Respondents' Main Sources Of INFORMATION AND ADVICE  
REGARDING LIGHT FARM MACHINERY —  
By Provincial Land District

	No. of Valid Observations	M.A.F.	Stock and Station Firm	Farmers	Magazines and Periodicals	Other Media	Private Farm Advisors	Other	None
		%	%	%	%	%	%	%	%
<u>North Island</u>									
Northland	154	1.3	11.0	14.9	32.5	1.3	0.6	16.2	22.1
Central Auckland	31	6.5	3.2	16.1	35.5	3.3	0.0	19.4	16.1
South Auckland/ Bay of Plenty	386	1.6	8.3	16.3	25.1	4.4	1.0	18.9	24.4
East Coast	37	2.7	13.5	10.8	18.9	2.7	8.1	27.0	16.2
Hawkes Bay	95	0.0	9.5	12.6	29.5	1.1	1.1	25.3	21.1
Taranaki	110	0.0	11.8	13.6	36.4	0.9	1.8	14.5	20.9
Wellington	186	0.0	8.1	19.9	26.3	2.7	1.1	23.7	18.3
<u>South Island</u>									
Marlborough	35	2.9	2.9	20.0	37.1	8.6	0.0	20.0	8.6
Nelson	31	0.0	9.7	12.9	35.5	0.0	3.2	12.9	25.8
Westland	28	0.0	0.0	21.4	21.4	0.0	0.0	17.9	39.3
Canterbury	227	0.9	6.2	19.8	25.1	2.2	3.1	18.1	24.7
Otago	135	0.0	2.2	20.0	30.4	1.5	2.2	21.5	22.2
Southland	149	2.0	11.4	27.5	22.8	4.7	0.7	14.1	16.8
	1604								
National Average		1.1	8.1	18.0	27.7	2.8	1.6	19.0	21.8

TABLE 10(E)1a

Respondents' Major Source of Supply for FERTILISER —  
By Provincial Land District and Overall

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
<u>North Island</u>						
Northland	158	30.4	28.5	0.6	23.4	17.1
Central Auckland	31	19.4	32.3	0.0	29.0	19.4
South Auckland/ Bay of Plenty	400	26.5	28.8	0.5	31.3	13.0
East Coast	40	60.0	10.0	2.5	27.5	0.0
Hawkes Bay	99	47.5	25.3	0.0	22.2	5.1
Taranaki	122	79.5	9.8	0.0	5.7	4.9
Wellington	193	59.6	18.1	0.0	17.1	5.2
<u>South Island</u>						
Marlborough	34	44.1	44.1	0.0	8.8	2.9
Nelson	31	25.8	25.8	0.0	38.7	9.7
Westland	29	44.8	41.4	0.0	6.9	6.9
Canterbury	233	39.1	21.0	0.9	34.3	4.7
Otago	143	28.0	25.2	0.0	46.9	0.0
Southland	153	36.6	21.6	1.3	37.3	3.3
	1666					
National Average		40.0	23.9	0.5	27.9	7.7

TABLE 10(E)1b

Respondents' Major Source of Supply for  
FERTILISER —  
By Type of Farm

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
Dairy	464	20.3	33.0	0.4	28.2	18.1
Sheep/Beef	986	47.7	21.5	0.5	27.1	3.2
Cropping	46	41.3	15.2	0.0	39.1	4.3
Other	165	49.7	15.8	0.6	29.1	4.8
	1661					
National Average		40.0	24.0	0.5	27.9	7.6



TABLE 10(E)2a

Respondents' Major Source of Supply for ANIMAL HEALTH PRODUCTS —  
By Provincial Land District and Overall

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
<u>North Island</u>						
Northland	155	13.5	5.2	81.3	0.0	0.0
Central Auckland	31	12.9	12.9	61.3	0.0	12.9
South Auckland/ Bay of Plenty	393	10.9	6.9	79.4	0.3	2.5
East Coast	39	46.2	7.7	46.2	0.0	0.0
Hawkes Bay	99	28.3	19.2	52.5	0.0	0.0
Taranaki	121	24.0	2.5	71.9	0.8	0.8
Wellington	195	21.0	13.3	61.5	2.1	2.1
<u>South Island</u>						
Marlborough	35	17.1	2.9	80.0	0.0	0.0
Nelson	31	25.8	16.1	58.1	0.0	0.0
Westland	29	27.6	3.4	65.5	0.0	3.4
Canterbury	234	10.3	11.1	75.2	2.1	1.3
Otago	142	19.7	19.7	57.7	1.4	1.4
Southland	152	23.0	15.8	59.2	0.7	1.3
	1656					
National Average		17.7	10.6	69.3	0.8	1.6

TABLE 10(E)2b

Respondents' Major Source of Supply for ANIMAL HEALTH PRODUCTS —  
By Type of Farm

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
Dairy	465	2.6	6.7	88.8	0.2	1.7
Sheep/Beef	981	25.1	12.0	60.7	0.7	1.5
Cropping	43	20.9	7.0	67.4	2.3	2.3
Other	163	16.0	14.1	66.3	1.8	1.8
	1652					
National Average		17.7	10.6	69.3	0.7	1.6

TABLE 10(E)3a

Respondents' Major Source of Supply for CHEMICALS —  
By Provincial Land District and Overall

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
<u>North Island</u>						
Northland	156	53.2	34.0	2.6	1.9	8.3
Central Auckland	30	43.3	43.3	0.0	0.0	13.3
South Auckland/ Bay of Plenty	400	48.0	36.0	1.5	3.0	11.5
East Coast	37	86.5	8.1	2.7	2.7	0.0
Hawkes Bay	97	62.9	30.9	0.0	5.2	1.0
Taranaki	117	85.5	8.5	1.7	0.9	3.4
Wellington	193	65.3	24.9	0.5	3.1	6.2
<u>South Island</u>						
Marlborough	35	57.1	37.1	0.0	2.9	2.9
Nelson	31	51.6	29.0	3.2	9.7	6.5
Westland	28	60.7	21.4	3.6	7.1	7.1
Canterbury	232	69.4	21.1	0.9	0.9	7.8
Otago	141	58.2	29.8	0.7	5.0	6.4
Southland	150	63.3	28.7	0.0	3.3	4.7
	1647					
National Average		60.6	28.1	1.2	2.9	7.2

TABLE 10(E)3b

Respondents' Major Source of Supply for CHEMICALS —  
By Type of Farm

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
Dairy	460	39.1	44.3	1.7	2.0	12.8
Sheep/Beef	972	68.8	22.2	1.0	3.2	4.7
Cropping	46	76.1	15.2	0.0	4.3	4.3
Other	164	68.9	20.7	0.6	2.4	7.3
	1642					
National Average		60.7	28.1	1.2	2.8	7.2

TABLE 10(E)4a

Respondents' Major Source of Supply for FENCING —  
By Provincial Land District and Overall

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
<u>North Island</u>						
Northland	153	35.3	33.3	1.3	19.6	10.5
Central Auckland	31	45.2	22.6	0.0	16.1	16.1
South Auckland/ Bay of Plenty	393	41.7	31.0	1.0	12.0	14.2
East Coast	39	66.7	12.8	2.6	12.8	5.1
Hawkes Bay	99	60.6	18.2	1.0	16.2	4.0
Taranaki	120	75.8	8.3	0.0	11.7	4.2
Wellington	192	62.5	17.2	0.5	15.1	4.7
<u>South Island</u>						
Marlborough	35	51.4	37.1	0.0	8.6	2.9
Nelson	31	64.5	22.6	0.0	3.2	9.7
Westland	29	48.3	27.6	0.0	3.4	20.7
Canterbury	233	56.2	31.8	0.4	9.4	2.1
Otago	141	54.6	34.0	0.7	8.5	2.1
Southland	151	56.3	26.5	0.7	11.9	4.6
	1647					
National Average		53.1	26.5	0.7	12.3	7.4

TABLE 10(E)4b

Respondents' Major Source of Supply for FENCING —  
By Type of Farm

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
Dairy	460	37.0	39.1	0.7	9.6	13.7
Sheep/Beef	977	59.5	21.4	0.6	13.5	5.0
Cropping	44	65.9	29.5	2.3	2.3	0.0
Other	162	56.2	20.4	1.2	16.0	6.2
	1643					
National Average		53.0	26.5	0.7	12.4	7.4

TABLE 10(E)5a

Respondents' Major Source of Supply for LIGHT MACHINERY —  
By Provincial Land District and Overall

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
<u>North Island</u>						
Northland	150	22.7	17.3	0.0	13.3	46.7
Central Auckland	29	10.3	17.2	0.0	17.2	55.2
South Auckland/ Bay of Plenty	383	20.1	13.3	0.5	16.2	49.9
East Coast	34	20.6	5.9	0.0	20.6	52.9
Hawkes Bay	92	13.0	13.0	1.1	19.6	53.3
Taranaki	119	36.1	10.9	0.0	9.2	43.7
Wellington	183	20.2	6.6	0.0	18.0	55.2
<u>South Island</u>						
Marlborough	35	14.3	11.4	2.9	11.4	60.0
Nelson	30	20.0	13.3	0.0	6.7	60.0
Westland	27	11.1	7.4	0.0	18.5	63.0
Canterbury	226	18.1	14.2	1.3	19.9	46.5
Otago	133	17.3	21.8	0.8	16.5	43.6
Southland	148	31.1	12.8	0.7	16.9	38.5
	1589					
National Average		21.2	13.3	0.6	16.3	48.6

TABLE 10(E)5b

Respondents' Major Source of Supply for LIGHT MACHINERY —  
By Type of Farm

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
Dairy	450	14.4	16.9	0.2	16.0	52.4
Sheep/Beef	930	24.9	12.9	0.8	16.0	45.4
Cropping	44	20.5	9.1	0.0	18.2	52.3
Other	160	18.8	6.3	0.6	17.5	56.9
	1584					
National Average		21.2	13.3	0.6	16.2	48.7

TABLE 10(E)6a

Respondents' Major Source of Supply for FUEL --  
By Provincial Land District and Overall

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
<u>North Island</u>						
Northland	156	5.8	38.5	0.0	20.5	35.3
Central Auckland	30	13.3	10.0	3.3	16.7	56.7
South Auckland/ Bay of Plenty	392	5.9	27.8	0.5	26.8	39.0
East Coast	37	24.3	2.7	0.0	43.2	29.7
Hawkes Bay	99	37.4	10.1	1.0	34.3	17.2
Taranaki	120	30.0	7.5	0.8	27.5	34.2
Wellington	191	19.9	11.5	0.0	30.4	38.2
<u>South Island</u>						
Marlborough	35	14.3	37.1	2.9	31.4	14.3
Nelson	31	6.5	16.1	0.0	35.5	41.9
Westland	28	3.6	10.7	3.6	35.7	46.4
Canterbury	233	24.9	21.9	0.9	26.2	26.2
Otago	141	17.0	16.3	2.1	40.4	24.1
Southland	153	26.8	9.2	0.7	45.8	17.6
	1646					
National Average		17.4	19.6	0.8	30.6	31.6

TABLE 10(E)6b

Respondents' Major Source of Supply for FUEL --  
By Type of Farm

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
Dairy	458	7.4	33.4	0.7	26.0	32.5
Sheep/Beef	973	21.6	14.5	0.7	32.8	30.4
Cropping	46	30.4	13.0	2.2	32.6	21.7
Other	164	17.1	13.4	1.2	30.5	37.8
	1641					
National Average		17.4	19.6	0.8	30.7	31.5

TABLE 10(E)7a

Respondents' Major Source of Supply for HARDWARE —  
By Provincial Land District and Overall

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
<u>North Island</u>						
Northland	155	37.4	44.5	0.0	1.3	16.8
Central Auckland	30	30.0	36.7	0.0	0.0	33.3
South Auckland/ Bay of Plenty	398	36.9	43.5	0.3	1.3	18.1
East Coast	39	84.6	7.7	0.0	2.6	5.1
Hawkes Bay	98	52.0	34.7	1.0	1.0	11.2
Taranaki	120	74.2	14.2	0.0	0.8	10.8
Wellington	192	50.5	30.2	0.0	1.6	17.7
<u>South Island</u>						
Marlborough	35	22.9	51.4	2.9	0.0	22.9
Nelson	31	35.5	32.3	0.0	6.5	25.8
Westland	28	14.3	39.3	0.0	7.1	39.3
Canterbury	233	38.2	41.2	0.7	3.4	16.7
Otago	141	33.3	52.5	0.0	1.4	12.8
Southland	153	34.0	39.2	0.0	3.3	23.5
	1653					
National Average		42.0	38.4	0.2	1.9	17.4

TABLE 10(E)7b

Respondents' Major Source of Supply for HARDWARE —  
By Type of Farm

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
Dairy	463	26.1	53.3	0.2	1.1	19.2
Sheep/Beef	976	49.3	32.3	0.2	2.4	15.9
Cropping	45	37.8	48.9	0.0	2.2	11.1
Other	164	43.9	30.5	0.6	1.8	23.2
	1648					
National Average		41.9	38.5	0.2	1.9	17.4

TABLE 10(E)8a

Respondents' Major Source of Supply for CLOTHING AND  
FOOTWEAR — By Provincial Land District and Overall

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
<u>North Island</u>						
Northland	155	22.6	34.8	0.0	2.6	40.0
Central Auckland	31	25.8	32.3	0.0	3.2	38.7
South Auckland/ Bay of Plenty	396	25.0	38.1	0.3	0.8	35.9
East Coast	38	31.6	7.9	0.0	2.6	57.9
Hawkes Bay	99	13.1	39.4	1.0	2.0	44.4
Taranaki	119	44.5	14.3	0.0	0.8	40.3
Wellington	190	28.4	30.5	0.0	2.1	38.9
<u>South Island</u>						
Marlborough	35	14.3	37.1	0.0	0.0	48.6
Nelson	31	25.8	22.6	0.0	0.0	51.6
Westland	28	21.4	28.6	0.0	3.6	46.4
Canterbury	232	23.7	43.5	0.0	1.3	31.5
Otago	141	20.6	49.6	0.0	0.7	29.1
Southland	153	30.1	35.3	0.0	2.6	32.0
	1648					
National Average		25.7	35.5	0.1	1.5	37.2

TABLE 10(E)8b

Respondents' Major Source of Supply for CLOTHING  
AND FOOTWEAR — By Type of Farm

	No. of valid observations	Stock & Station Company %	Trading Society %	Vet Club %	Manufac- turer %	Other %
Dairy	461	15.0	45.6	0.2	1.1	38.2
Sheep/Beef	974	31.5	30.6	0.1	2.0	35.8
Cropping	45	20.0	46.7	0.0	0.0	33.3
Other	163	21.5	33.7	0.0	0.6	44.2
	1643					
National Average		25.6	35.5	0.1	1.5	37.2

TABLE 10(F)1a

Indication of the Acceptability of Having Stock and Station  
Representatives VISIT ONLY AT RESPONDENTS' REQUEST, Provided  
that Information and Advice was Otherwise Readily Available  
Through Telephone and Similar Communications —  
By Provincial Land District and Overall

	No. of valid observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	159	73.6	20.8	5.7
Central Auckland	30	76.7	23.3	0.0
South Auckland/ Bay of Plenty	402	73.6	19.7	6.7
East Coast	40	67.5	32.5	0.0
Hawkes Bay	100	78.0	17.0	5.0
Taranaki	121	71.1	21.5	7.4
Wellington	195	72.3	25.1	2.6
<u>South Island</u>				
Marlborough	35	77.1	20.0	2.9
Nelson	30	70.0	23.3	6.7
Westland	29	65.5	24.1	10.3
Canterbury	236	64.8	30.9	4.2
Otago	142	73.2	21.1	5.6
Southland	154	62.3	32.5	5.2
	1673			
National Average		71.0	23.8	5.2

TABLE 10(F)1b

Indication of the Acceptability of Having Stock and Station  
Representatives VISIT ONLY AT RESPONDENTS' REQUEST, Provided that  
Information and Advice Was Otherwise Readily Available  
Through Telephone and Similar Communications —  
By Type of Farm

	No. of valid observations	Yes %	No %	Don't Know %
Dairy	465	72.5	19.6	8.0
Sheep/Beef	994	71.4	24.3	4.2
Cropping	44	59.1	38.6	2.3
Other	164	67.7	28.0	4.3
	1667			
National Average		71.0	23.8	5.2



TABLE 11(A)1a

Given That FERTILISER WAS WITHHELD From Pastures For  
TWO YEARS Following A Five Year Period Of Annual Fertiliser  
Application, Respondents Consider The Possible Effects In  
Pasture Production At The End Of The  
FIRST YEAR OF NON APPLICATION —  
By Provincial Land District And Overall

	No. of Valid Observations	*1 %	2 %	3 %	4 %	5 %
<u>North Island</u>						
Northland	158	1.3	3.2	66.5	28.5	0.6
Central Auckland	31	0.0	12.9	54.8	29.0	3.2
South Auckland/ Bay Of Plenty	395	1.0	4.6	67.1	24.1	3.3
East Coast	40	5.0	0.0	67.5	20.0	7.5
Hawkes Bay	99	1.0	1.0	77.8	19.2	1.0
Taranaki	119	2.5	4.2	68.9	22.7	1.7
Wellington	189	1.6	3.2	75.7	18.5	1.1
<u>South Island</u>						
Marlborough	35	0.0	0.0	65.7	31.4	2.9
Nelson	31	3.2	0.0	48.4	45.2	3.2
Westland	27	3.7	3.7	44.4	40.7	7.4
Canterbury	230	2.6	8.7	70.0	16.1	2.6
Otago	138	2.9	7.2	65.9	23.2	0.7
Southland	153	1.3	4.6	82.4	11.1	0.7
	<u>1645</u>					
National Average		1.8	4.7	69.5	21.9	2.1

- \* 1. Increase production by OVER 10 per cent.  
 2. Increase production by UP TO 10 per cent.  
 3. NO CHANGE in production.  
 4. Decrease production by UP TO 10 per cent.  
 5. Decrease production by OVER 10 per cent.

TABLE 11(A)1b

Given That FERTILISER WAS WITHHELD From Pastures For  
TWO YEARS Following A Five Year Period Of Annual Fertiliser  
Application, Respondents Consider The Possible Effects In  
Pasture Production At The End Of The  
FIRST YEAR OF NON APPLICATION —  
By Type Of Farm

	No. of Valid Observations	*1 %	2 %	3 %	4 %	5 %
Dairy	460	1.7	4.1	67.2	24.3	2.6
Sheep/Beef	978	2.0	4.5	70.7	20.9	1.9
Cropping	43	2.3	2.3	79.1	9.3	7.0
Other	158	0.0	7.6	66.5	25.3	0.6
	<u>1639</u>					
National Average		1.8	4.6	69.5	22.0	2.1

- \* 1. Increase production by OVER 10 per cent.  
 2. Increase production by UP TO 10 per cent.  
 3. NO CHANGE in production.  
 4. Decrease production by UP TO 10 per cent.  
 5. Decrease production by OVER 10 per cent.

TABLE 11(A)2a

Given That FERTILISER WAS WITHHELD From Pastures For  
TWO YEARS Following A Five Year Period Of Annual Fertiliser  
Application, Respondents Consider The Possible Effects In  
Pasture Production At The End Of The  
SECOND YEAR OF NON APPLICATION —  
By Provincial Land District And Overall

	No. of Valid Observations	*1 %	2 %	3 %	4 %	5 %
<u>North Island</u>						
Northland	159	0.0	0.6	10.1	46.5	42.8
Central Auckland	31	0.0	0.0	9.7	48.4	41.9
South Auckland/ Bay Of Plenty	96	0.3	1.0	11.4	49.0	38.4
East Coast	40	0.0	0.0	17.5	50.0	32.5
Hawkes Bay	98	0.0	0.0	11.2	56.1	32.7
Taranaki	120	0.0	2.5	10.0	49.2	38.3
Wellington	192	0.5	0.5	13.0	58.3	27.6
<u>South Island</u>						
Marlborough	35	0.0	0.0	8.6	51.4	40.0
Nelson	31	0.0	3.2	3.2	35.5	58.1
Westland	29	0.0	0.0	3.4	44.8	51.7
Canterbury	229	0.4	2.2	14.0	59.0	24.5
Otago	139	0.7	0.0	11.5	59.0	28.8
Southland	153	0.0	0.0	9.8	62.1	28.1
	<u>1652</u>					
National Average		0.2	0.9	11.3	53.5	34.1

- \*1. Increase production by OVER 10 per cent.
- 2. Increase production by UP TO 10 per cent.
- 3. NO CHANGE in production.
- 4. Decrease production by UP To 10 per cent.
- 5. Decrease production by OVER 10 per cent.

TABLE 11(A)2b

Given That FERTILISER WAS WITHHELD From Pastures For  
TWO YEARS Following A Five Year Period Of Annual Fertiliser  
Application, Respondents Consider The Possible Effects In  
Pasture Production At The End Of The  
SECOND YEAR OF NON APPLICATION —  
By Type Of Farm

	No. of Valid Observations	*1 %	2 %	3 %	4 %	5 %
Dairy	465	0.6	0.9	9.3	50.0	39.2
Sheep/Beef	980	0.1	0.9	11.6	55.6	31.7
Cropping	43	0.0	0.0	11.6	55.8	32.6
Other	159	0.0	1.3	13.8	49.7	35.2
	<u>1646</u>					
National Average		0.2	0.9	11.2	53.5	34.2

- \* 1. Increase production by OVER 10 per cent.  
 2. Increase production by UP TO 10 per cent.  
 3. NO CHANGE in production.  
 4. Decrease production by UP TO 10 per cent.  
 5. Decrease production by OVER 10 per cent.

TABLE 11(B)1a

The Importance Respondents Attach To The COMBINATION OF  
NUTRIENTS (N, P, K, S) Best Suited To The Soil Requirements When  
SELECTING WHICH FERTILISER To Purchase From A PARTICULAR COMPANY —  
By Provincial Land District And Overall

	No. of Valid Observations	Very Important	Important	Neutral	Unimportant	Very Unimportant
	%	%	%	%	%	%
<u>North Island</u>						
Northland	155	71.6	23.9	0.6	1.9	1.9
Central Auckland	31	64.5	25.8	6.5	0.0	3.2
South Auckland/ Bay Of Plenty	393	75.1	20.6	2.3	1.0	1.0
East Coast	38	63.2	28.9	5.3	0.0	2.6
Hawkes Bay	100	71.0	21.0	6.0	2.0	0.0
Taranaki	116	64.7	31.0	2.6	0.0	1.7
Wellington	194	67.0	27.8	3.1	1.0	1.0
<u>South Island</u>						
Marlborough	33	78.8	21.2	0.0	0.0	0.0
Nelson	31	67.7	29.0	3.2	0.0	0.0
Westland	28	71.4	25.0	3.6	0.0	0.0
Canterbury	229	67.2	28.8	2.2	1.3	0.4
Otago	141	68.1	25.5	5.0	0.7	0.7
Southland	153	63.4	30.1	2.0	3.3	1.3
	1642					
National Average		69.4	25.5	2.8	1.2	1.0

TABLE 11(B)2a

The Importance Respondents Attach To The PRICE OF FERTILISER  
 DELIVERED To The FARM When SELECTING WHICH FERTILISER To Purchase  
 From A PARTICULAR COMPANY —  
 By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	153	39.2	41.2	6.5	12.4	0.7
Central Auckland	31	32.3	48.4	16.1	3.2	0.0
South Auckland/ Bay of Plenty	391	42.5	43.7	7.7	5.4	0.8
East Coast	40	55.0	35.0	2.5	5.0	2.5
Hawkes Bay	97	43.3	43.3	8.2	5.2	0.0
Taranaki	119	49.6	36.1	5.9	6.7	1.7
Wellington	192	40.6	45.3	7.8	5.2	1.0
<u>South Island</u>						
Marlborough	33	42.4	42.4	5.1	9.1	0.0
Nelson	31	48.4	35.5	12.9	3.2	0.0
Westland	29	48.3	34.5	10.3	6.9	0.0
Canterbury	227	30.0	46.7	12.8	8.4	2.2
Otago	140	47.9	35.0	10.7	3.6	2.9
Southland	152	30.9	52.0	8.6	5.9	2.6
	<u>1635</u>					
National Average		40.5	43.1	8.7	6.4	1.3

TABLE 11(B)3 a

The Importance Respondents Attach To The AVAILABILITY OF SUPPLIES  
When SELECTING WHICH FERTILISER To Purchase From A PARTICULAR COMPANY —  
By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	151	33.1	55.0	4.6	6.6	0.7
Central Auckland	31	29.0	48.4	9.7	12.9	0.0
South Auckland/ Bay of Plenty	389	34.4	47.3	11.1	6.2	1.0
East Coast	38	36.8	42.1	13.2	7.9	0.0
Hawkes Bay	96	33.3	53.1	9.4	4.2	0.0
Taranaki	117	35.0	47.0	10.3	4.3	3.4
Wellington	190	28.9	52.1	13.7	4.7	0.5
<u>South Island</u>						
Marlborough	33	30.3	60.6	0.0	3.0	6.1
Nelson	31	29.0	58.1	9.7	3.2	0.0
Westland	29	37.9	34.5	6.9	20.7	0.0
Canterbury	224	29.0	55.4	9.8	4.5	1.3
Otago	141	25.5	51.1	14.2	6.4	2.8
Southland	150	26.7	52.0	10.7	8.7	2.0
	<u>1620</u>					
National Average		31.2	50.9	10.4	6.1	1.4

TABLE 11(B)4a

The Importance Respondents Attach To The FERTILISER'S PHYSICAL QUALITY  
When SELECTING WHICH FERTILISER To Purchase From A PARTICULAR COMPANY —  
By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	151	35.8	51.0	7.9	4.0	1.3
Central Auckland	31	25.8	38.7	12.9	19.4	3.2
South Auckland/ Bay Of Plenty	386	41.7	40.4	11.1	5.4	1.3
East Coast	38	36.8	47.4	10.5	2.6	2.6
Hawkes Bay	96	49.0	35.4	10.4	5.2	0.0
Taranaki	118	51.7	32.2	8.5	5.1	2.5
Wellington	190	43.7	41.1	11.6	3.2	0.5
<u>South Island</u>						
Marlborough	33	39.4	51.5	3.0	3.0	3.0
Nelson	31	41.9	41.9	12.9	0.0	3.2
Westland	29	48.3	31.0	10.3	10.3	0.0
Canterbury	223	41.7	43.5	9.9	3.1	1.8
Otago	138	40.6	40.6	13.0	3.6	2.2
Southland	151	33.1	52.3	6.6	4.6	3.3
	<u>1615</u>					
National Average		41.3	42.4	10.1	4.6	1.7



TABLE 11(B)5a

The Importance Respondents Attach To The RELATIVE CONCENTRATION OF NUTRIENTS  
In The FERTILISER When SELECTING WHICH FERTILISER To Purchase From A PARTICULAR COMPANY --  
By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	149	41.6	45.6	6.7	3.4	2.7
Central Auckland	31	32.3	45.2	6.5	6.5	9.7
South Auckland/ Bay Of Plenty	387	42.1	40.8	8.8	5.4	2.8
East Coast	38	44.7	42.1	5.3	5.3	2.6
Hawkes Bay	95	48.4	34.7	10.5	6.3	0.0
Taranaki	115	40.9	45.2	7.0	5.2	1.7
Wellington	190	39.5	36.8	18.4	3.7	1.6
<u>South Island</u>						
Marlborough	33	36.4	51.5	12.1	0.0	0.0
Nelson	31	32.3	48.4	9.7	9.7	0.0
Westland	29	44.8	31.0	24.1	0.0	0.0
Canterbury	220	40.0	46.4	10.5	1.4	1.8
Otago	140	45.7	34.3	13.6	5.0	1.4
Southland	149	30.9	53.7	8.7	2.7	4.0
	<u>1607</u>					
National Average		40.6	42.4	10.6	4.1	2.2

TABLE 11(B)6a

The Importance Respondents Attach To OTHER FACTORS When SELECTING  
WHICH FERTILISER To Purchase From A PARTICULAR COMPANY —  
By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	151	5.3	2.0	0.0	0.0	92.7
Central Auckland	31	0.0	0.0	3.2	3.2	93.5
South Auckland/ Bay Of Plenty	389	4.1	2.3	0.5	0.5	92.5
East Coast	39	5.1	2.6	0.0	0.0	92.3
Hawkes Bay	95	4.2	1.1	0.0	1.1	93.7
Taranaki	116	3.4	1.7	0.9	0.0	94.0
Wellington	188	4.3	1.1	0.0	0.0	94.7
<u>South Island</u>						
Marlborough	32	0.0	0.0	0.0	0.0	100.0
Nelson	30	6.7	3.3	0.0	0.0	90.0
Westland	28	7.1	0.0	3.6	0.0	89.3
Canterbury	218	4.6	3.2	0.5	0.0	91.7
Otago	137	4.4	2.2	1.5	0.0	92.0
Southland	152	2.6	1.3	0.0	0.0	96.1
	<u>1606</u>					
National Average		4.1	1.9	0.5	0.2	93.2

TABLE 11(C)1a

The Importance Respondents Attach To The COMBINATION OF NUTRIENTS (N, P, K, S)  
 Best Suited To The Soil Requirements When SELECTING THE COMPANY From Which  
 To Purchase A PARTICULAR FERTILISER —  
 By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	142	56.3	28.9	7.0	5.6	2.1
Central Auckland	31	61.3	29.0	0.0	9.7	0.0
South Auckland/ Bay Of Plenty	378	65.3	22.5	7.1	4.5	0.5
East Coast	38	52.6	21.1	13.2	13.2	0.0
Hawkes Bay	95	64.2	24.2	6.3	2.1	3.2
Taranaki	114	57.9	28.9	5.3	6.1	1.8
Wellington	184	52.2	34.2	8.2	3.8	1.6
<u>South Island</u>						
Marlborough	33	66.7	24.2	3.0	6.1	0.0
Nelson	29	69.0	20.7	3.4	6.9	0.0
Westland	28	60.7	25.0	7.1	3.6	3.6
Canterbury	209	59.8	28.2	7.2	2.9	1.9
Otago	134	56.0	25.4	8.2	8.2	2.2
Southland	134	55.2	31.3	7.5	5.2	0.7
	1549					
National Average		59.5	27.0	7.0	5.0	1.4

TABLE 11(C)2a

The Importance Respondents Attach To The PRICE OF FERTILISER DELIVERED  
TO THE FARM When SELECTING THE COMPANY From Which To Purchase A PARTICULAR FERTILISER —  
By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	141	44.0	44.7	2.8	7.8	0.7
Central Auckland	31	29.0	58.1	3.2	6.5	3.2
South Auckland/ Bay Of Plenty	380	54.5	36.1	5.0	3.9	0.5
East Coast	39	56.5	38.5	0.0	5.1	0.0
Hawkes Bay	93	64.5	30.1	2.2	3.2	0.0
Taranaki	115	49.6	35.7	5.2	7.8	1.7
Wellington	183	43.2	45.4	7.1	1.6	2.7
<u>South Island</u>						
Marlborough	34	55.9	38.2	5.9	0.0	0.0
Nelson	29	65.5	20.7	10.3	3.4	0.0
Westland	28	60.7	28.6	7.1	0.0	3.6
Canterbury	215	41.4	40.5	11.2	4.7	2.3
Otago	132	56.1	32.6	6.1	5.3	0.0
Southland	134	43.3	47.0	2.2	5.2	2.2
	<u>1554</u>					
National Average		49.7	38.9	5.6	4.5	1.3

TABLE 11(C)3a

The Importance Respondents Attach To The AVAILABILITY OF SUPPLIES  
When SELECTING THE COMPANY From Which To Purchase A PARTICULAR FERTILISER —  
By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	140	37.9	49.3	5.0	6.4	1.4
Central Auckland	31	25.8	61.3	3.2	6.5	3.2
South Auckland/ Bay Of Plenty	373	38.9	46.1	10.2	4.3	0.5
East Coast	38	34.2	47.4	7.9	10.5	0.0
Hawkes Bay	92	40.2	46.7	7.6	4.3	1.1
Taranaki	111	38.7	47.7	7.2	3.6	2.7
Wellington	181	30.9	52.5	11.6	3.3	1.7
<u>South Island</u>						
Marlborough	34	41.2	50.0	0.0	5.9	2.9
Nelson	29	48.3	41.4	3.4	3.4	3.4
Westland	28	39.3	50.0	7.1	0.0	3.6
Canterbury	210	37.1	50.5	7.6	3.3	1.4
Otago	132	33.3	50.0	6.8	9.8	0.0
Southland	131	33.6	52.7	5.3	6.9	1.5
	1530					
National Average		36.6	49.2	7.8	5.0	1.3

TABLE 11(C)4a

The Importance Respondents Attach To HELPFUL PROFESSIONAL ADVICE From The  
Company's Field Staff When SELECTING THE COMPANY From Which To  
Purchase A PARTICULAR FERTILISER —  
By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	140	22.1	41.4	20.7	12.9	2.9
Central Auckland	29	27.6	37.9	10.3	17.2	6.9
South Auckland/ Bay Of Plenty	375	24.5	35.7	19.5	15.5	4.8
East Coast	40	27.5	40.0	12.5	15.0	5.0
Hawkes Bay	93	34.4	36.6	16.1	9.7	3.2
Taranaki	114	34.2	29.8	19.3	13.2	3.5
Wellington	182	21.4	46.2	18.7	11.0	2.7
<u>South Island</u>						
Marlborough	34	23.5	38.2	17.6	14.7	5.9
Nelson	29	31.0	44.8	10.3	6.9	6.9
Westland	28	32.1	21.4	32.1	10.7	3.6
Canterbury	212	25.9	35.8	20.8	13.2	4.2
Otago	133	27.1	40.6	15.0	11.3	6.0
Southland	134	35.8	38.1	15.7	8.2	2.2
	<u>1543</u>					
National Average		27.0	37.8	18.4	12.6	4.1

TABLE 11(C)5a

The Importance Respondents Attach To Their MERCHANT'S OR AGENT'S RECOMMENDATIONS  
When SELECTING THE COMPANY From Which To Purchase A PARTICULAR FERTILISER —  
By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	141	9.9	36.9	24.8	24.8	3.5
Central Auckland	28	17.9	17.9	28.6	25.0	10.7
South Auckland/ Bay Of Plenty	371	12.9	34.0	29.1	18.1	5.9
East Coast	39	25.6	30.8	20.5	20.5	2.6
Hawkes Bay	92	17.4	39.1	20.7	19.6	3.3
Taranaki	112	13.4	35.7	25.0	21.4	4.5
Wellington	181	8.8	47.5	28.7	11.6	3.3
<u>South Island</u>						
Marlborough	34	11.8	50.0	23.5	11.8	2.9
Nelson	27	11.1	33.3	25.9	22.2	7.4
Westland	28	14.3	25.0	35.7	17.9	7.1
Canterbury	206	7.3	44.7	29.1	13.6	5.3
Otago	130	8.5	33.1	28.5	23.1	6.9
Southland	131	12.2	46.6	18.3	19.1	3.8
	<u>1520</u>					
National Average		11.6	38.6	26.6	18.3	4.9

TABLE 11(C)6a

The Importance Respondents Attach To The FERTILISER'S PHYSICAL QUALITY  
When SELECTING THE COMPANY From Which To Purchase A PARTICULAR FERTILISER —  
By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	140	29.3	57.1	10.0	2.1	1.4
Central Auckland	30	20.0	53.3	16.7	10.0	0.0
South Auckland/ Bay Of Plenty	370	34.1	44.3	13.8	5.7	2.2
East Coast	38	28.9	57.9	0.0	10.5	2.6
Hawkes Bay	92	44.6	37.0	10.9	6.5	1.1
Taranaki	113	49.6	33.6	6.2	7.1	3.5
Wellington	181	39.8	44.8	11.0	2.8	1.7
<u>South Island</u>						
Marlborough	34	44.1	38.2	5.9	8.8	2.9
Nelson	29	44.8	48.3	3.4	3.4	0.0
Westland	28	46.4	39.3	7.1	3.6	3.6
Canterbury	208	35.1	51.4	11.1	1.4	1.0
Otago	130	33.1	53.8	8.5	4.6	0.0
Southland	136	28.7	55.1	8.8	5.9	1.5
	<u>1529</u>					
National Average		35.9	47.4	10.3	4.7	1.6



TABLE 11(C)7a

The Importance Respondents Attach To The RELATIVE CONCENTRATION OF NUTRIENTS  
In The Fertiliser When SELECTING THE COMPANY From Which To Purchase  
A PARTICULAR FERTILISER —  
By Provincial Land District And Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	138	38.4	47.1	9.4	3.6	1.4
Central Auckland	30	33.3	46.7	6.7	10.0	3.3
South Auckland/ Bay Of Plenty	368	37.5	41.0	13.0	6.5	1.9
East Coast	38	42.1	42.1	2.6	10.5	2.6
Hawkes Bay	90	46.7	33.3	12.2	5.6	2.2
Taranaki	111	41.4	42.3	9.0	4.5	2.7
Wellington	180	32.2	45.0	17.2	2.8	2.8
<u>South Island</u>						
Marlborough	33	36.4	48.5	12.1	3.0	0.0
Nelson	29	37.9	48.3	13.8	0.0	0.0
Westland	28	42.9	25.0	25.0	3.6	3.6
Canterbury	205	40.0	46.8	11.2	0.5	1.5
Otago	130	40.8	41.5	10.0	5.4	2.3
Southland	134	32.8	46.3	11.2	6.0	3.7
	1514					
National Average		38.1	43.1	12.0	4.6	2.2

TABLE 11(C)8a

The Importance Respondents Attach To OTHER FACTORS When  
SELECTING THE COMPANY From Which To Purchase A PARTICULAR FERTILISER --  
By Provincial Land District and Overall

	No. of Valid Observations	Very Important %	Important %	Neutral %	Unimportant %	Very Unimportant %
<u>North Island</u>						
Northland	141	5.7	2.1	0.0	0.7	91.5
Central Auckland	29	6.9	0.0	3.4	0.0	89.7
South Auckland/ Bay Of Plenty	365	2.7	1.4	0.3	0.3	95.3
East Coast	38	2.6	7.9	0.0	0.0	89.5
Hawkes Bay	90	2.2	1.1	0.0	0.0	96.7
Taranaki	112	1.8	2.7	0.0	0.9	94.6
Wellington	181	1.7	3.3	0.6	0.0	94.5
<u>South Island</u>						
Marlborough	33	0.0	0.0	0.0	0.0	100.0
Nelson	27	3.7	3.7	0.0	0.0	92.6
Westland	27	3.7	0.0	0.0	0.0	96.3
Canterbury	199	3.5	3.0	0.5	0.5	92.5
Otago	125	1.6	0.8	0.0	0.0	97.6
Southland	129	2.3	3.1	0.8	0.0	93.8
	<u>1496</u>					
National Average		2.8	2.2	0.3	0.3	94.4

TABLE 12(A)1a

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions To Purchase ANIMAL HEALTH PRODUCTS —  
 By Provincial Land District And Overall

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
<u>North Island</u>							
Northland	157	54.1	2.5	0.6	5.7	14.6	22.3
Central Auckland	31	67.7	3.2	0.0	6.5	12.9	9.7
South Auckland/ Bay Of Plenty	395	58.2	4.1	0.0	2.3	14.4	21.0
East Coast	37	67.6	8.1	0.0	0.0	10.8	13.5
Hawkes Bay	98	59.2	5.1	1.0	3.1	9.2	22.4
Taranaki	117	50.4	8.5	2.6	3.4	12.8	22.2
Wellington	188	56.9	6.9	0.0	3.2	17.6	15.4
<u>South Island</u>							
Marlborough	35	45.7	14.3	0.0	8.6	11.4	20.0
Nelson	31	58.1	3.2	3.2	0.0	29.0	6.5
Westland	29	65.5	3.4	0.0	3.4	13.8	13.8
Canterbury	230	45.7	11.3	1.7	1.7	18.7	20.9
Otago	143	53.1	13.3	0.0	4.2	10.5	18.9
Southland	148	62.8	9.5	2.0	2.7	6.1	16.9
	<u>1639</u>						
National Average		55.6	7.2	0.8	3.1	14.0	19.3

TABLE 12(A) 1b

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions To Purchase ANIMAL HEALTH PRODUCTS —  
 By Type Of Farm

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
Dairy	454	55.9	4.0	0.2	3.5	15.9	20.5
Sheep/Beef	971	57.6	8.4	1.0	3.0	12.3	17.7
Cropping	45	46.7	8.9	2.2	0.0	20.0	22.2
Other	163	46.0	8.6	0.6	3.7	17.2	23.9
	<u>1633</u>						
National Average		55.7	7.2	0.8	3.1	14.0	19.2

TABLE 12(A)2a

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions To Purchase AGRICULTURAL CHEMICALS —  
 By Provincial Land District And Overall

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
<u>North Island</u>							
Northland	155	54.8	7.7	0.6	6.5	12.3	18.1
Central Auckland	31	64.5	12.9	0.0	0.0	12.9	9.7
South Auckland/ Bay Of Plenty	390	58.5	7.2	1.5	2.1	13.1	17.7
East Coast	37	62.2	10.8	0.0	0.0	16.2	10.8
Hawkes Bay	97	53.6	8.2	0.0	0.0	11.3	26.8
Taranaki	114	48.2	14.9	4.4	3.5	11.4	17.5
Wellington	187	56.7	8.6	0.5	3.2	15.0	16.0
<u>South Island</u>							
Marlborough	35	54.3	14.3	0.0	5.7	2.9	22.9
Nelson	30	66.7	6.7	0.0	3.3	16.7	6.7
Westland	29	65.5	6.9	0.0	6.9	10.3	10.3
Canterbury	226	43.4	13.3	0.9	1.3	22.6	18.6
Otago	141	50.4	10.6	2.8	5.0	13.5	17.7
Southland	149	57.0	14.1	0.7	5.4	8.7	14.1
	1621						
National Average		54.3	10.1	1.2	3.1	13.8	17.3

TABLE 12(A)2b

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions To Purchase AGRICULTURAL CHEMICALS --  
 By Type Of Farm

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
Dairy	448	56.3	10.5	1.3	2.9	12.7	16.3
Sheep/Beef	962	54.7	10.3	1.2	3.4	12.8	17.6
Cropping	45	48.9	13.3	0.0	0.0	24.4	13.3
Other	160	47.5	7.5	1.3	3.1	20.6	20.0
	<u>1615</u>						
National Average		54.2	10.2	1.2	3.2	13.9	17.3

TABLE 12(A)3a

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions To Purchase FERTILISER —  
 By Provincial Land District And Overall

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
<u>North Island</u>							
Northland	154	44.2	3.9	0.0	1.9	20.1	29.9
Central Auckland	31	51.6	9.7	0.0	3.2	12.9	22.6
South Auckland/ Bay Of Plenty	391	48.1	4.3	1.0	0.5	14.3	31.7
East Coast	37	64.9	2.7	2.7	2.7	13.5	13.5
Hawkes Bay	97	43.3	4.1	1.0	1.0	19.6	30.9
Taranaki	115	45.2	9.6	1.7	1.7	11.3	30.4
Wellington	186	48.9	6.5	1.6	0.0	19.9	23.1
<u>South Island</u>							
Marlborough	35	42.9	17.1	0.0	0.0	8.6	31.4
Nelson	31	54.8	3.2	0.0	0.0	32.3	9.7
Westland	29	69.0	3.4	0.0	0.0	13.8	13.8
Canterbury	226	44.7	8.4	0.4	0.9	19.0	26.5
Otago	142	47.9	8.5	0.0	0.7	16.9	26.1
Southland	149	48.3	6.0	2.0	0.7	14.1	28.9
	<u>1623</u>						
National Average		47.7	6.3	0.9	0.9	16.6	27.6

TABLE 12(A)3b

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions to Purchase FERTILISER —  
 By Type Of Farm

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
Dairy	451	45.5	5.8	0.9	1.1	16.6	30.2
Sheep/Beef	960	50.7	6.7	0.7	0.6	15.1	26.1
Cropping	45	37.8	8.9	2.2	0.0	31.1	20.0
Other	161	38.5	5.0	1.9	1.9	20.5	32.3
	<u>1617</u>						
National Average		47.7	6.3	0.9	0.9	16.5	27.7



TABLE 12(A)4a

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions To Purchase FARM MACHINERY AND BUILDINGS —  
 By Provincial Land District And Overall

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
<u>North Island</u>							
Northland	155	58.7	19.4	0.0	1.9	11.0	9.0
Central Auckland	31	61.3	19.4	0.0	0.0	6.5	12.9
South Auckland/ Bay Of Plenty	390	55.9	19.0	0.5	0.8	9.2	14.6
East Coast	38	73.7	7.9	0.0	0.0	10.5	7.9
Hawkes Bay	96	52.1	13.5	1.0	1.0	10.4	21.9
Taranaki	114	54.4	19.3	1.8	0.9	4.4	19.3
Wellington	186	59.1	14.5	0.5	1.1	12.4	12.4
<u>South Island</u>							
Marlborough	35	54.3	22.9	0.0	0.0	8.6	14.3
Nelson	31	45.2	16.1	0.0	0.0	25.8	12.9
Westland	29	62.1	10.3	0.0	0.0	10.3	17.2
Canterbury	228	47.4	18.4	0.0	0.9	12.7	20.6
Otago	142	54.9	21.1	0.0	1.4	8.5	14.1
Southland	147	54.4	19.7	0.7	2.0	5.4	17.7
	<u>1622</u>						
National Average		55.2	18.0	0.4	1.0	9.9	15.5

TABLE 12(A)4b

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions To Purchase FARM MACHINERY AND BUILDINGS —  
 By Type Of Farm

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
Dairy	451	56.5	19.1	0.7	0.4	10.2	13.1
Sheep/Beef	959	55.1	18.5	0.3	0.8	8.9	16.5
Cropping	45	60.0	15.6	0.0	0.0	8.9	15.6
Other	161	50.3	13.0	0.0	4.3	15.5	16.8
	<u>1616</u>						
National Average		55.1	18.0	0.4	1.1	9.9	15.5

TABLE 12(A)5a

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions To Purchase FARM VEHICLES —  
 By Provincial Land District And Overall

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
<u>North Island</u>							
Northland	154	36.4	24.7	0.6	4.5	12.3	21.4
Central Auckland	31	48.4	25.8	0.0	3.2	3.2	19.4
South Auckland/ Bay Of Plenty	387	38.2	24.0	0.3	1.8	11.4	24.3
East Coast	37	51.4	18.9	0.0	5.4	8.1	16.2
Hawkes Bay	95	35.8	11.6	0.0	6.3	15.8	30.5
Taranaki	114	34.2	32.5	1.8	0.9	10.5	20.2
Wellington	184	44.6	20.7	0.5	1.6	16.3	16.3
<u>South Island</u>							
Marlborough	35	28.6	34.3	0.0	5.7	14.3	17.1
Nelson	31	48.4	16.1	0.0	3.2	12.9	19.4
Westland	29	48.3	24.1	0.0	0.0	6.9	20.7
Canterbury	227	34.4	22.9	0.4	1.8	15.9	24.7
Otago	142	40.8	25.4	0.0	2.8	9.2	21.8
Southland	149	34.9	28.9	1.3	3.4	8.1	23.5
	<u>1615</u>						
National Average		38.4	24.0	0.5	2.7	12.1	22.4

TABLE 12(A)5b

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions To Purchase FARM VEHICLES —  
 By Type Of Farm

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
Dairy	448	37.5	25.2	0.9	1.1	12.3	23.0
Sheep/Beef	955	39.6	23.8	0.4	3.4	10.8	22.1
Cropping	45	35.6	24.4	0.0	2.2	17.8	20.0
Other	161	34.8	21.1	0.0	3.1	18.0	23.0
	<u>1609</u>						
National Average		38.4	23.9	0.5	2.7	12.1	22.4

TABLE 12(A)6a

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions To Purchase TRACTORS —  
 By Provincial Land District And Overall

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
<u>North Island</u>							
Northland	155	41.9	16.1	0.0	1.9	16.8	23.2
Central Auckland	31	45.2	19.4	3.2	0.0	12.9	19.4
South Auckland/ Bay Of Plenty	388	42.3	17.0	0.3	1.0	14.9	24.5
East Coast	37	62.2	10.8	0.0	0.0	8.1	18.9
Hawkes Bay	94	41.5	9.6	0.0	1.1	16.0	31.9
Taranaki	115	39.1	19.1	0.0	1.7	12.2	27.8
Wellington	183	46.4	12.0	0.5	1.6	21.3	18.0
<u>South Island</u>							
Marlborough	35	31.4	31.4	0.0	0.0	14.3	22.9
Nelson	31	54.8	3.2	0.0	0.0	25.8	16.1
Westland	29	55.2	13.8	0.0	0.0	10.3	20.7
Canterbury	226	35.4	15.5	0.0	0.4	19.9	28.8
Otago	141	43.3	14.2	0.0	1.4	13.5	27.7
Southland	150	38.0	20.0	0.7	0.7	14.0	26.7
	<u>1615</u>						
National Average		41.9	15.8	0.2	1.1	16.1	24.9

TABLE 12(A)6b

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions To Purchase TRACTORS —  
 By Type Of Farm

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
Dairy	452	40.7	16.8	0.7	1.1	16.4	24.3
Sheep/Beef	953	43.2	15.7	0.1	1.2	14.7	25.1
Cropping	45	42.2	13.3	0.0	0.0	20.0	24.4
Other	159	37.7	13.2	0.0	0.6	22.6	25.8
	<u>1609</u>						
National Average		42.0	15.7	0.2	1.1	16.1	24.9

TABLE 12(A)7a

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions  
 To Purchase FENCING EQUIPMENT/MATERIALS —  
 By Provincial Land District And Overall

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
<u>North Island</u>							
Northland	154	45.5	11.7	0.6	0.6	12.3	29.2
Central Auckland	31	45.2	16.1	0.0	3.2	9.7	25.8
South Auckland/ Bay Of Plenty	388	47.7	10.6	0.5	0.3	11.6	29.4
East Coast	37	54.1	10.8	0.0	0.0	21.6	13.5
Hawkes Bay	95	43.2	9.5	1.1	0.0	12.6	33.7
Taranaki	113	52.2	11.5	0.0	0.9	8.8	26.5
Wellington	187	54.0	8.0	1.1	2.7	12.8	21.4
<u>South Island</u>							
Marlborough	35	54.3	20.0	0.0	2.9	5.7	17.1
Nelson	31	54.8	16.1	0.0	0.0	22.6	6.5
Westland	29	55.2	6.9	0.0	0.0	10.3	27.6
Canterbury	225	45.3	12.4	0.0	1.3	11.6	29.3
Otago	142	57.0	6.3	1.4	0.0	12.0	23.2
Southland	150	52.7	13.3	0.0	2.7	9.3	22.0
	<u>1617</u>						
National Average		49.7	10.9	0.5	1.1	11.8	26.1

TABLE 12(A)7b

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions  
 To Purchase FENCING EQUIPMENT/MATERIALS —  
 By Type Of Farm

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
Dairy	450	48.4	11.6	0.4	1.1	12.2	26.2
Sheep/Beef	955	51.8	10.6	0.5	0.9	11.1	25.0
Cropping	45	40.0	15.6	0.0	0.0	20.0	24.4
Other	161	42.9	9.9	0.6	1.9	12.4	32.3
	<u>1611</u>						
National Average		49.7	10.9	0.5	1.1	11.8	26.1



TABLE 12(A)8a

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions  
 To Purchase RAMS, BULLS, AI SERVICES, ETC —  
 By Provincial Land District And Overall

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
<u>North Island</u>							
Northland	150	28.0	14.7	0.7	2.0	25.3	29.3
Central Auckland	30	40.0	10.0	0.0	0.0	23.3	26.7
South Auckland/ Bay Of Plenty	387	39.0	8.3	0.8	1.3	19.9	30.7
East Coast	37	45.9	5.4	0.0	2.7	21.6	24.3
Hawkes Bays	97	21.6	12.4	0.0	0.0	20.6	45.4
Taranaki	115	34.8	11.3	0.0	1.7	13.9	38.3
Wellington	184	27.7	8.2	0.5	0.5	27.2	35.9
<u>South Island</u>							
Marlborough	35	22.9	22.9	0.0	0.0	11.4	42.9
Nelson	31	38.7	3.2	0.0	0.0	25.8	32.3
Westland	29	31.0	10.3	0.0	0.0	17.2	41.4
Canterbury	227	19.8	9.3	0.0	0.9	19.4	50.7
Otago	139	24.5	11.5	1.4	2.9	17.3	42.4
Southland	147	23.1	23.1	1.4	1.4	15.6	35.4
	<u>1608</u>						
National Average		29.6	11.3	0.6	1.2	20.1	37.1

TABLE 12(A)8b

The FORM OF MEDIA Which Respondents Feel Provides Them With  
 MOST HELPFUL INFORMATION When Making Decisions  
 To Purchase RAMS, BULLS, AI SERVICES, ETC —  
 By Type Of Farm

	No. of Valid Observations	Magazines %	Newspapers %	Radio %	Television %	Other %	None %
Dairy	451	41.9	8.4	0.9	1.6	21.3	25.9
Sheep/Beef	950	25.3	12.8	0.4	1.1	19.4	41.1
Cropping	44	15.9	11.4	0.0	0.0	18.2	54.5
Other	157	24.8	10.2	0.6	1.9	21.7	40.8
	<u>1602</u>						
National Average		29.7	11.3	0.6	1.2	20.1	37.1

TABLE 12(B)1a

FARM PUBLICATION OF RESPONDENTS' CHOICE Were They Able To Receive  
Only One On A Regular Basis —  
By Provincial Land District<sup>a</sup> And Overall

	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %	11 %	12 %	13 %	Overall %
<i>Dairy Exporter</i>	25.4	15.4	38.0	5.4	5.7	32.7	12.7	6.1	20.0	20.0	5.4	4.0	1.5	18.2
<i>Journal of Agriculture</i>	6.3	11.5	4.8	0.0	6.9	3.8	5.5	0.0	4.0	8.0	6.9	4.0	10.4	5.8
<i>The New Zealand Farmer</i>	53.5	57.7	43.1	70.3	69.0	41.3	67.9	72.7	60.0	56.0	51.0	67.5	57.5	55.0
<i>Farm Equipment News</i>	3.5	7.7	4.2	10.8	2.3	2.9	2.4	3.0	4.0	0.0	6.4	7.1	8.2	4.8
<i>Daily Newspapers</i>	2.8	0.0	1.7	0.0	1.1	3.8	1.8	3.0	0.0	4.0	4.5	4.0	1.5	2.5
<i>M.A.F. Aglink, Etc.</i>	0.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.5	0.0	0.0	0.2
<i>Straight Furrow</i>	4.9	7.7	3.4	2.7	4.6	9.6	3.6	12.1	12.0	8.0	9.9	7.1	8.2	6.2
<i>Arable Farming</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	8.9	2.4	2.2	1.7
<i>Vet. Club Newsletters</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Horticultural News</i>	0.0	0.0	1.4	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.5
<i>Main Report Agricultural Letter</i>	0.7	0.0	1.7	5.4	4.6	1.0	2.4	0.0	0.0	0.0	1.0	0.0	1.5	1.5
<i>District Farming Papers</i>	0.0	0.0	0.3	0.0	1.1	2.9	0.6	0.0	0.0	0.0	0.5	3.2	3.0	1.0
<i>Countrywide</i>	0.0	0.0	0.0	2.7	1.1	1.0	1.2	0.0	0.0	0.0	0.5	0.0	0.7	0.5
<i>Southerner</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	3.7	0.5
<i>Northerner</i>	2.1	0.0	0.6	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
<i>Others</i>	0.0	0.0	0.9	0.0	3.3	1.0	0.6	0.0	0.0	0.0	3.0	0.8	0.0	1.4
No. of Valid Observations	412	26	353	37	87	104	165	33	25	25	202	126	134	1459

a. See Table 1A for the Key to Provincial Land Districts

TABLE 12(B) 1b

The FARM PUBLICATION OF RESPONDENTS' CHOICE  
 Were They Able To Receive Only One  
 On A Regular Basis —  
 By Type Of Farm

	Dairy %	Sheep/Beef %	Cropping %	Other %	All Types %
<i>Dairy Exporter</i>	59.5	0.7	0.0	10.1	18.2
<i>New Zealand Journal of Agriculture</i>	2.9	6.8	5.4	6.5	5.6
<i>The New Zealand Farmer</i>	26.5	72.5	29.7	38.1	55.1
<i>Farm Equipment News</i>	5.1	3.7	8.1	10.1	4.8
<i>Daily Newspapers</i>	1.2	2.5	5.4	5.0	2.5
<i>M.A.F. Aglink, Etc.</i>	0.0	0.1	2.7	0.7	0.2
<i>Straight Furrow</i>	2.7	6.9	10.8	11.5	6.3
<i>Arable Farming</i>	0.0	0.2	32.4	7.9	1.7
<i>Vet. Club Newsletters</i>	0.0	0.0	0.0	0.0	0.0
<i>Horticultural News</i>	0.5	0.1	2.7	0.7	0.4
<i>Main Report Agricultural Letter</i>	1.0	1.8	0.0	1.4	1.5
<i>District Farming Papers</i>	0.0	1.2	0.0	3.6	1.0
<i>Countrywide</i>	0.0	0.7	0.0	0.7	0.5
<i>Southerner</i>	0.0	0.9	0.0	0.0	
<i>Northerner</i>	0.2	0.6	0.0	0.0	0.4
<i>Others</i>	0.4	1.1	2.7	3.5	1.4
No. of Valid Observations	412	865	37	139	1453

TABLE 12(C)1(i)a

The FARM PUBLICATION Which Respondents Rank FIRST IN IMPORTANCE  
With Regard To Their FARM MANAGEMENT DECISION MAKING —  
By Provincial Land District<sup>a</sup> And Overall

	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %	11 %	12 %	13 %	Overall %
<i>Dairy Exporter</i>	35.4	31.6	43.9	7.1	8.6	37.3	16.0	7.4	30.4	36.8	3.7	0.8	3.3	22.8
<i>New Zealand Journal of Agriculture</i>	5.1	15.8	4.4	3.6	6.9	1.3	8.8	0.0	0.0	5.3	9.4	7.9	9.8	6.3
<i>The New Zealand Farmer</i>	36.4	42.1	35.4	60.7	55.2	38.7	56.0	66.7	52.2	47.4	44.3	60.7	54.3	46.3
<i>Farm Equipment News</i>	1.0	5.3	0.7	3.6	0.0	0.0	2.4	3.7	0.0	0.0	1.3	0.0	2.2	1.2
<i>Daily Newspapers</i>	4.0	0.0	2.6	3.6	3.4	10.7	2.4	7.4	0.0	0.0	9.4	10.1	7.6	5.3
<i>M.A.F. Aglink, Etc.</i>	9.1	0.0	4.1	3.6	3.4	0.0	2.4	0.0	4.3	0.0	2.7	6.7	3.3	3.7
<i>Straight Furrow</i>	4.0	5.3	3.0	7.1	5.2	5.3	2.4	7.4	4.3	0.0	8.1	4.5	3.3	4.4
<i>Arable Farming</i>	0.0	0.0	0.4	0.0	0.0	0.0	0.8	0.0	0.0	0.0	10.1	3.4	1.1	2.0
<i>Vet. Club Newsletters</i>	1.0	0.0	0.7	0.0	3.4	2.7	0.0	3.7	0.0	0.0	0.0	1.1	0.0	0.8
<i>Horticultural News</i>	0.0	0.0	1.1	0.0	0.0	0.0	0.0	3.7	4.3	0.0	2.0	0.0	3.3	0.5
<i>Main Report Agricultural Letter</i>	2.0	0.0	0.7	7.1	5.2	0.0	4.0	0.0	0.0	0.0	0.0	3.4	2.2	1.9
<i>District Farming Papers</i>	0.0	0.0	0.0	0.0	0.0	1.3	1.6	0.0	0.0	0.0	0.0	3.4	2.2	0.8
<i>Countrywide</i>	0.0	0.0	0.4	0.0	1.7	0.0	0.8	0.0	0.0	0.0	0.7	0.0	0.0	0.4
<i>Southerner</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	2.0	0.0	4.3	0.7
<i>Northerner</i>	2.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
<i>Others</i>	0.0	0.0	0.4	3.6	5.1	2.6	2.4	0.0	4.3	5.3	4.2	0.0	5.5	2.7
No. of Valid Observations	99	19	271	28	58	75	125	27	23	19	149	89	92	1074

a. See Table 1A for the Key to Provincial Land Districts.

TABLE 12(C)1(i)b

The FARM PUBLICATION Which Respondents Rank FIRST  
IN IMPORTANCE With Regard To Their  
FARM MANAGEMENT DECISION MAKING —  
By Type Of Farm

	Dairy %	Sheep/Beef %	Cropping %	Other %	All Types %
<i>Dairy Exporter</i>	71.3	0.2	0.0	10.9	22.9
<i>New Zealand Journal of Agriculture</i>	2.1	7.6	10.7	9.8	6.2
<i>The New Zealand Farmer</i>	18.3	64.9	14.3	31.5	46.4
<i>Farm Equipment News</i>	0.9	1.0	7.1	2.2	1.2
<i>Daily Newspapers</i>	3.4	6.0	7.1	6.5	5.2
<i>M.A.F. Aglink, Etc.</i>	0.9	5.0	3.6	5.4	3.7
<i>Straight Furrow</i>	0.9	5.2	3.6	12.0	4.4
<i>Arable Farming</i>	0.0	0.3	42.9	7.6	2.0
<i>Vet. Club Newsletters</i>	0.3	1.1	0.0	1.1	0.8
<i>Horticultural News</i>	0.3	0.2	3.6	1.1	0.4
<i>Main Report Agricultural Letter</i>	0.6	2.6	0.0	2.2	1.9
<i>District Farming Papers</i>	0.3	0.9	0.0	1.1	0.8
<i>Countrywide</i>	0.0	0.6	0.0	0.0	0.4
<i>Southerner</i>	0.0	1.3	0.0	0.0	0.7
<i>Northerner</i>	0.3	0.3	0.0	1.1	0.4
<i>Others</i>	0.1	3.0	7.2	7.7	2.7
No. of Valid Observations	328	621	28	92	1069

TABLE 12(C)1(ii)a

The FARM PUBLICATION Which Respondents Rank SECOND IN IMPORTANCE  
With Regard To Their FARM MANAGEMENT DECISION MAKING —  
By Provincial Land District<sup>a</sup> And Overall

	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %	11 %	12 %	13 %	Overall %
<i>Dairy Exporter</i>	13.3	0.0	16.4	0.0	2.1	12.9	3.9	8.0	0.0	0.0	2.4	1.5	0.0	7.7
<i>New Zealand Journal of Agriculture</i>	9.6	0.0	12.4	14.3	20.8	14.5	17.5	16.0	20.0	23.1	18.7	27.9	14.3	15.9
<i>The New Zealand Farmer</i>	31.3	25.0	21.7	19.0	12.5	27.4	22.3	16.0	25.0	38.5	25.2	14.7	20.0	22.5
<i>Farm Equipment News</i>	6.0	8.3	6.6	9.5	4.2	0.0	2.9	8.0	5.0	7.7	10.6	2.9	8.6	6.1
<i>Daily Newspapers</i>	6.0	0.0	6.6	4.8	10.4	16.1	6.8	4.0	0.0	0.0	8.1	7.4	11.4	7.7
<i>M.A.F. Aglink, Etc.</i>	2.4	8.3	4.0	9.5	6.3	1.6	1.9	4.0	0.0	0.0	2.4	1.5	4.3	3.2
<i>Straight Furrow</i>	15.7	50.0	14.6	23.8	8.3	12.9	27.2	24.0	30.0	23.1	14.6	13.2	17.1	17.3
<i>Arable Farming</i>	0.0	0.0	0.0	0.0	2.1	0.0	1.0	0.0	0.0	0.0	4.1	0.0	5.7	1.3
<i>Vet. Club Newsletters</i>	2.4	0.0	1.8	0.0	2.1	1.6	1.0	4.0	0.0	0.0	1.6	0.0	0.0	1.4
<i>Horticultural News</i>	0.0	0.0	2.2	0.0	0.0	0.0	1.0	0.0	5.0	7.7	0.8	0.0	0.0	1.1
<i>Main Report Agricultural Letter</i>	0.0	0.0	2.2	4.8	6.3	0.0	1.9	4.0	5.0	0.0	0.0	1.5	1.4	1.7
<i>District Farming Papers</i>	0.0	0.0	0.9	0.0	2.1	4.8	3.9	0.0	0.0	0.0	0.0	7.4	5.7	2.1
<i>Countrywide</i>	0.0	0.0	0.9	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	2.9	0.0	0.6
<i>Southerner</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	5.0	0.0	2.4	8.8	1.4	1.5
<i>Northerner</i>	6.0	0.0	2.7	9.5	10.4	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
<i>Others</i>	7.2	8.3	7.0	4.8	12.6	3.2	7.8	4.0	5.0	0.0	8.9	10.4	10.0	7.6
No. of Valid Observations	83	12	226	21	48	62	103	25	20	13	123	68	70	874

a. See Table 1A for the Key to Provincial Land Districts.

TABLE 12(C)1(ii)b

The FARM PUBLICATION Which Respondents Rank SECOND  
IN IMPORTANCE With Regard To Their  
FARM MANAGEMENT DECISION MAKING —  
By Type Of Farm

	Dairy %	Sheep/Beef %	Cropping %	Other %	All Types %
<i>Dairy Exporter</i>	20.4	1.0	0.0	8.2	7.7
<i>New Zealand Journal of Agriculture</i>	8.0	20.8	4.0	16.4	15.9
<i>The New Zealand Farmer</i>	34.3	16.0	36.0	19.2	22.6
<i>Farm Equipment News</i>	4.4	7.0	4.0	6.8	6.1
<i>Daily Newspapers</i>	5.5	8.6	12.0	8.2	7.7
<i>M.A.F. Aglink, Etc.</i>	2.6	3.0	4.0	6.8	3.2
<i>Straight Furrow</i>	16.1	18.6	16.0	13.7	17.3
<i>Arable Farming</i>	0.0	1.0	8.0	5.5	1.3
<i>Vet. Club Newsletters</i>	0.7	1.8	0.0	1.4	1.4
<i>Horticultural News</i>	0.7	0.4	4.0	4.1	1.0
<i>Main Report Agricultural Letter</i>	0.4	2.8	0.0	0.0	1.7
<i>District Farming Papers</i>	0.0	2.8	0.0	5.5	2.1
<i>Countrywide</i>	0.0	1.0	0.0	0.0	0.6
<i>Southerner</i>	0.4	2.2	0.0	1.4	1.5
<i>Northerner</i>	2.2	2.8	0.0	0.0	2.3
<i>Others</i>	4.2	10.2	12.0	2.8	7.7
No. of Valid Observations	274	500	25	73	872



TABLE 12(C)1(iii)a

The FARM PUBLICATION Which Respondents Rank THIRD IN IMPORTANCE  
With Regard To Their FARM MANAGEMENT DECISION MAKING —  
By Provincial Land District<sup>a</sup> And Overall

	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %	11 %	12 %	13 %	Overall %
<i>Dairy Exporter</i>	0.0	28.6	4.4	0.0	0.0	7.0	0.0	0.0	0.0	0.0	1.1	2.1	0.0	2.2
<i>New Zealand Journal of Agriculture</i>	17.3	14.3	8.8	20.0	8.8	9.3	16.4	7.1	20.0	14.3	8.8	4.2	7.1	10.6
<i>The New Zealand Farmer</i>	3.8	0.0	10.9	0.0	14.7	9.3	5.5	7.1	0.0	14.3	6.6	14.6	5.4	8.1
<i>Farm Equipment News</i>	17.3	0.0	8.0	6.7	17.6	7.0	16.4	14.3	13.3	0.0	11.0	8.3	12.5	11.3
<i>Daily Newspapers</i>	1.9	0.0	13.1	0.0	14.7	11.6	9.6	7.1	6.7	28.6	24.2	6.3	10.7	12.0
<i>M.A.F. Aglink, Etc.</i>	1.9	0.0	3.6	6.7	5.9	2.3	5.5	0.0	0.0	0.0	7.7	2.1	0.0	3.7
<i>Straight Furrow</i>	28.8	14.3	21.9	33.3	8.8	16.3	9.6	14.3	20.0	42.9	12.1	14.6	21.4	17.9
<i>Arable Farming</i>	0.0	0.0	0.0	0.0	2.9	0.0	1.4	0.0	0.0	0.0	3.3	0.0	5.4	1.4
<i>Vet. Club Newsletters</i>	0.0	0.0	0.7	0.0	0.0	0.0	0.0	7.1	0.0	0.0	1.1	2.1	0.0	0.7
<i>Horticultural News</i>	1.9	14.3	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	1.8	1.2
<i>Main Report Agricultural Letter</i>	3.8	0.0	2.9	6.7	8.8	0.0	1.4	0.0	6.7	0.0	1.1	4.2	5.4	3.0
<i>District Farming Papers</i>	0.0	0.0	0.0	0.0	0.0	9.3	5.5	0.0	0.0	0.0	2.2	16.7	10.7	5.3
<i>Countrywide</i>	0.0	0.0	1.5	20.0	5.9	9.3	8.2	0.0	0.0	0.0	0.0	0.0	0.0	2.9
<i>Southerner</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	20.0	0.0	6.6	6.3	5.4	2.9
<i>Northerner</i>	7.7	0.0	8.0	0.0	2.9	4.7	6.8	0.0	0.0	0.0	0.0	2.1	0.0	4.1
<i>Others</i>	15.3	28.6	13.8	6.7	8.8	13.9	13.9	28.5	13.3	0.0	14.3	14.6	14.3	14.1
No. of Valid Observations	52	7	137	15	34	43	73	14	15	7	91	48	56	592

a. See Table 1A for the Key to Provincial Land Districts.

TABLE 12(C)1(iii)b

The FARM PUBLICATION Which Respondents Rank THIRD  
IN IMPORTANCE With Regard To Their  
FARM MANAGEMENT DECISION MAKING —  
By Type Of Farm

	Dairy %	Sheep/Beef %	Cropping %	Other %	All Types %
<i>Dairy Exporter</i>	6.6	0.0	0.0	2.0	2.2
<i>New Zealand Journal of Agriculture</i>	13.8	9.2	10.0	9.8	10.7
<i>The New Zealand Farmer</i>	8.8	7.4	15.0	7.8	8.1
<i>Farm Equipment News</i>	9.4	11.8	15.0	13.7	11.4
<i>Daily Newspapers</i>	9.4	13.6	15.0	9.8	12.0
<i>M.A.F. Aglink, Etc.</i>	3.9	3.6	10.0	2.9	3.7
<i>Straight Furrow</i>	23.2	16.0	10.0	13.7	17.8
<i>Arable Farming</i>	0.0	1.5	0.0	5.9	1.4
<i>Vet. Club Newsletters</i>	1.7	0.3	0.0	0.0	0.7
<i>Horticultural News</i>	1.7	0.9	0.0	0.0	1.0
<i>Main Report Agricultural Letter</i>	1.1	4.4	0.0	2.0	3.1
<i>District Farming Papers</i>	2.2	5.6	5.0	0.0	4.1
<i>Countrywide</i>	2.2	3.3	0.0	3.9	2.9
<i>Southerner</i>	0.0	3.6	0.0	9.8	2.9
<i>Northerner</i>	5.5	4.1	0.0	0.0	4.1
<i>Others</i>	10.6	14.9	20.0	19.6	14.3
No. of Valid Observations	181	338	20	51	590

TABLE 12(C)2(i)a

The FARM PUBLICATION Which Respondents Rank FIRST IN IMPORTANCE  
As Influencing Their Purchase Of PRODUCTS/EQUIPMENT  
Essential To Running Their Farm Business —  
By Provincial Land District<sup>a</sup> And Overall

	1	2	3	4	5	6	7	8	9	10	11	12	13	Overall
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<i>Dairy Exporter</i>	7.5	6.3	21.5	0.0	0.0	12.1	5.5	9.5	16.7	7.7	4.0	2.7	1.2	9.5
<i>New Zealand Journal of Agriculture</i>	5.0	12.5	2.1	0.0	7.1	0.0	4.6	0.0	0.0	0.0	32.	2.7	0.0	2.7
<i>The New Zealand Farmer</i>	21.3	25.0	27.0	54.2	35.7	31.8	46.8	38.1	37.5	23.1	29.8	37.3	24.1	31.7
<i>Farm Equipment News</i>	41.3	50.0	32.5	37.5	23.8	27.3	32.1	33.3	33.3	61.5	35.5	32.0	53.0	35.6
<i>Daily Newspapers</i>	8.8	0.0	6.8	4.2	14.3	18.2	4.6	4.8	0.0	7.7	9.7	9.3	10.8	8.4
<i>M.A.F. Aglink, Etc</i>	3.8	6.3	0.8	0.0	2.4	0.0	0.9	0.0	0.0	0.0	1.6	0.0	1.2	1.2
<i>Straight Furrow</i>	3.8	0.0	2.5	0.0	0.0	1.5	1.8	4.8	0.0	0.0	3.2	4.0	3.6	2.5
<i>Arable Farming</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.3	1.2	0.5
<i>Vet. Club Newsletters</i>	1.3	0.0	0.4	0.0	2.4	1.5	0.9	0.0	0.0	0.0	0.0	1.3	0.0	0.7
<i>Horticultural News</i>	1.3	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.4
<i>Main Report Agricultural Letter</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>District Farming Papers</i>	0.0	0.0	0.4	0.0	0.0	3.0	0.0	4.8	0.0	0.0	0.8	5.3	1.2	1.0
<i>Countrywide</i>	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
<i>Southerner</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	8.3	0.0	1.6	0.0	2.4	0.8
<i>Northerner</i>	1.3	0.0	1.7	4.2	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
<i>Others</i>	5.1	0.0	3.3	0.0	9.5	3.0	2.7	0.0	4.2	0.0	8.0	4.0	1.2	3.6
No. of Valid Observations	80	16	237	24	42	66	109	21	24	13	124	75	83	914

a. See Table 1A for the Key to Provincial Land Districts.

TABLE 12(C)2(i)b

The FARM PUBLICATION Which Respondents Rank FIRST  
 IN IMPORTANCE As Influencing Their Purchase Of PRODUCTS/EQUIPMENT  
 Essential To Running Their Farm Business —  
 By Type Of Farm

	Dairy %	Sheep/Beef %	Cropping %	Other %	All Types %
<i>Dairy Exporter</i>	30.0	0.0	0.0	3.9	9.6
<i>New Zealand Journal of Agriculture</i>	1.8	2.5	6.3	3.9	2.5
<i>The New Zealand Farmer</i>	16.1	42.4	15.6	23.7	31.8
<i>Farm Equipment News</i>	36.4	34.7	50.0	34.2	35.8
<i>Daily Newspapers</i>	8.6	8.8	9.4	3.9	8.4
<i>M.A.F. Aglink, Etc.</i>	0.4	1.5	0.0	2.6	1.2
<i>Straight Furrow</i>	1.4	2.7	0.0	6.6	2.5
<i>Arable Farming</i>	0.0	0.2	6.3	1.3	0.4
<i>Vet. Club Newsletters</i>	0.4	0.8	0.0	1.3	0.7
<i>Horticultural News</i>	0.4	0.4	0.0	0.0	0.3
<i>Main Report Agricultural Letter</i>	0.0	0.0	0.0	0.0	0.0
<i>District Farming Papers</i>	0.0	1.2	0.0	5.2	1.2
<i>Countrywide</i>	0.0	0.4	0.0	0.0	0.2
<i>Southerner</i>	0.4	0.6	0.0	3.9	0.8
<i>Northerner</i>	1.1	0.6	0.0	1.3	0.8
<i>Others</i>	3.2	3.3	12.6	7.3	3.9
No. of Valid Observations	280	521	32	76	909

TABLE 12(C)2(ii)a

The FARM PUBLICATION Which Respondents Rank SECOND IN IMPORTANCE As Influencing  
 Their Purchase Of PRODUCTS/EQUIPMENT Essential To  
 Running Their Farm Business —  
 By Provincial Land District<sup>a</sup> And Overall

	1	2	3	4	5	6	7	8	9	10	11	12	13	Overall
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<i>Dairy Exporter</i>	10.9	14.3	13.9	0.0	3.6	9.3	4.3	0.0	0.0	11.1	2.2	0.0	2.0	6.9
<i>New Zealand Journal of Agriculture</i>	10.9	14.3	8.4	5.3	21.4	4.7	7.2	5.6	14.3	22.2	7.9	13.6	10.2	9.5
<i>The New Zealand Farmer</i>	36.4	42.9	23.5	15.8	21.4	18.6	26.1	27.8	35.7	33.3	25.8	11.4	38.8	25.7
<i>Farm Equipment News</i>	10.9	0.0	17.5	31.6	21.4	14.0	21.7	27.8	7.1	0.0	23.6	25.0	12.2	18.4
<i>Daily Newspapers</i>	7.3	0.0	6.6	0.0	7.1	18.6	8.7	5.6	0.0	0.0	2.2	6.8	8.2	6.7
<i>M.A.F. Aglink, Etc.</i>	0.0	14.3	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.5
<i>Straight Furrow</i>	9.1	0.0	14.5	10.5	3.6	11.6	11.6	11.1	21.4	11.1	6.7	9.1	6.1	10.5
<i>Arable Farming</i>	0.0	0.0	0.6	0.0	0.0	0.0	1.4	0.0	0.0	0.0	4.5	0.0	2.0	1.1
<i>Vet. Club Newsletters</i>	0.0	0.0	1.2	5.3	3.6	2.3	0.0	0.0	0.0	0.0	1.1	0.0	2.0	1.1
<i>Horticultural News</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.0	11.1	0.0	0.0	0.0	0.4
<i>Main Report Agricultural Letter</i>	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0	0.0	0.0	0.3
<i>District Farming Papers</i>	0.0	0.0	1.8	0.0	0.0	14.0	1.4	0.0	0.0	0.0	2.2	15.9	4.1	3.5
<i>Countrywide</i>	0.0	0.0	0.0	0.0	3.6	2.3	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.7
<i>Southerner</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.0	11.1	7.9	9.1	6.1	2.8
<i>Northerner</i>	7.3	0.0	5.5	31.6	7.1	4.7	4.3	0.0	0.0	0.0	0.0	0.0	0.0	4.6
<i>Others</i>	7.2	14.3	4.8	0.0	3.6	0.0	7.2	5.6	14.2	0.0	10.0	15.6	9.0	6.9
No. of Valid Observations	55	7	166	19	28	43	69	18	14	9	89	4	49	610

a. See Table 1A for Key to Provincial Land Districts.

TABLE 12(C)2(ii)b

The FARM PUBLICATION Which Respondents Rank SECOND  
 IN IMPORTANCE As Influencing Their Purchase Of PRODUCTS/EQUIPMENT  
 Essential To Running Their Farm Business —  
 By Type Of Farm

	Dairy %	Sheep/Beef %	Cropping %	Other %	All Types %
<i>Dairy Exporter</i>	20.9	0.6	0.0	0.0	6.9
<i>New Zealand Journal of Agriculture</i>	5.8	10.9	0.0	19.1	9.5
<i>The New Zealand Farmer</i>	29.3	25.3	34.8	10.6	25.8
<i>Farm Equipment News</i>	13.1	21.0	8.7	23.4	18.2
<i>Daily Newspapers</i>	4.2	8.9	4.3	2.1	6.7
<i>M.A.F. Aglink, Etc.</i>	0.0	0.6	0.0	2.1	0.5
<i>Straight Furrow</i>	12.6	8.9	0.0	19.1	10.5
<i>Arable Farming</i>	0.0	0.3	17.4	4.3	1.1
<i>Vet. Club Newsletters</i>	1.0	1.4	0.0	0.0	1.1
<i>Horticultural News</i>	0.0	0.0	4.3	2.1	0.4
<i>Main Report Agricultural Letter</i>	0.0	0.6	0.0	0.0	0.3
<i>District Farming Papers</i>	3.1	3.7	0.0	4.3	3.5
<i>Countrywide</i>	0.5	0.9	0.0	0.0	0.7
<i>Southerner</i>	0.0	3.4	8.7	6.4	2.8
<i>Northerner</i>	5.2	5.2	0.0	0.0	4.6
<i>Others</i>	4.2	8.4	21.7	6.4	7.6
No. of Valid Observations	191	348	23	47	609

TABLE 12(C)2(iii)a

The FARM PUBLICATION Which Respondents Rank THIRD IN IMPORTANCE  
As Influencing Their Purchase Of PRODUCTS/EQUIPMENT  
Essential To Running Their Farm Business —  
By Provincial Land District<sup>a</sup> And Overall

	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %	11 %	12 %	13 %	Overall %
<i>Dairy Exporter</i>	12.1	0.0	15.2	0.0	0.0	17.6	9.8	0.0	7.7	0.0	0.0	6.7	0.0	8.1
<i>New Zealand Journal of Agriculture</i>	27.3	25.0	12.0	21.4	4.5	8.8	7.3	0.0	7.7	0.0	9.1	6.7	13.8	11.3
<i>The New Zealand Farmer</i>	6.1	25.0	8.7	7.1	13.6	26.5	4.9	10.0	0.0	0.0	14.5	13.3	6.9	10.8
<i>Farm Equipment News</i>	21.2	0.0	15.2	14.3	9.1	5.9	2.4	30.0	15.4	0.0	12.7	13.3	17.2	12.9
<i>Daily Newspapers</i>	6.1	0.0	9.8	0.0	18.2	20.6	9.8	10.0	7.7	50.0	16.4	3.3	17.2	11.8
<i>M.A.F. Aglink, Etc.</i>	3.0	0.0	0.0	0.0	4.5	0.0	4.9	0.0	0.0	0.0	1.8	0.0	0.0	1.3
<i>Straight Furrow</i>	12.1	25.0	16.3	28.6	9.1	2.9	19.5	30.0	30.8	50.0	10.9	13.3	3.4	14.4
<i>Arable Farming</i>	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	5.5	3.3	3.4	1.6
<i>Vet. Club Newsletters</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.5
<i>Horticultural News</i>	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
<i>Main Report Agricultural Letter</i>	3.0	0.0	0.0	0.0	4.5	0.0	0.0	10.0	7.7	0.0	0.0	0.0	0.0	1.0
<i>District Farming Papers</i>	0.0	0.0	0.0	7.1	4.5	5.9	12.2	0.0	0.0	0.0	1.8	23.3	10.3	4.2
<i>Countrywide</i>	0.0	0.0	0.0	14.3	4.5	2.9	7.3	0.0	0.0	0.0	1.8	0.0	0.0	2.1
<i>Southerner</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.1	0.0	10.9	6.7	17.2	4.2
<i>Northerner</i>	3.0	0.0	8.7	7.1	18.2	2.9	7.3	0.0	0.0	0.0	0.0	0.0	0.0	4.7
<i>Others</i>	6.0	25.0	9.9	7.1	9.0	5.8	19.4	0.0	0.0	0.0	12.7	10.0	10.3	10.1
No. of Valid Observations	33	4	92	14	22	34	41	10	13	4	55	30	29	381

a. See Table 1A for Key to Provincial Land Districts.

TABLE 12(C)2(iii)b

The FARM PUBLICATION Which Respondents Rank THIRD  
 IN IMPORTANCE As Influencing Their Purchase Of PRODUCTS/EQUIPMENT  
 Essential To Running Their Farm Business —  
 By Type Of Farm

	Dairy %	Sheep/Beef %	Cropping %	Other %	All Types %
<i>Dairy Exporter</i>	23.0	0.9	0.0	3.8	8.1
<i>New Zealand Journal of Agriculture</i>	11.5	12.0	12.5	3.8	11.3
<i>The New Zealand Farmer</i>	10.7	10.1	12.5	15.4	10.8
<i>Farm Equipment News</i>	10.7	13.8	18.8	11.5	12.9
<i>Daily Newspapers</i>	11.5	12.0	12.5	11.5	11.8
<i>M.A.F. Aglink, Etc.</i>	0.8	1.4	6.3	0.0	1.3
<i>Straight Furrow</i>	13.1	16.6	18.8	0.0	14.4
<i>Arable Farming</i>	0.0	1.8	0.0	7.7	1.6
<i>Vet. Club Newsletters</i>	0.0	0.9	0.0	0.0	0.5
<i>Horticultural News</i>	2.4	0.0	6.3	0.0	1.0
<i>Main Report Agricultural Letter</i>	0.0	1.8	0.0	0.0	1.0
<i>District Farming Papers</i>	1.6	5.0	6.3	7.6	4.2
<i>Countrywide</i>	0.0	3.2	0.0	3.8	2.1
<i>Southerner</i>	0.0	5.1	0.0	19.2	4.2
<i>Northerner</i>	3.3	6.0	0.0	3.8	4.7
<i>Others</i>	11.5	9.3	6.3	11.4	10.1
No. of Valid Observations	122	217	16	26	381



TABLE 12(E)1a  
 FREQUENCY Of Respondents' TELEVISION VIEWING  
 Between 10 A.M. AND 2 P.M. —  
 By Provincial Land District And Overall

	No. of Valid Observations	Always %	Nearly Always %	Sometimes %	Rarely %	Never %
<u>North Island</u>						
Northland	144	0.0	2.1	7.6	34.7	55.6
Central Auckland	30	0.0	0.0	6.7	23.3	70.0
South Auckland/ Bay Of Plenty	379	0.0	0.3	5.5	33.0	61.2
East Coast	36	0.0	0.0	5.6	30.6	63.9
Hawkes Bay	90	0.0	2.2	3.3	27.8	66.7
Taranaki	112	0.0	0.9	8.9	30.4	59.8
Wellington	182	0.0	0.0	3.8	26.9	69.2
<u>South Island</u>						
Marlborough	32	0.0	0.0	0.0	28.1	71.9
Nelson	30	0.0	0.0	3.3	26.7	70.0
Westland	27	0.0	3.7	0.0	25.9	70.4
Canterbury	219	0.0	1.4	4.6	31.1	63.0
Otago	135	0.0	0.7	3.0	31.1	65.2
Southland	144	*—	0.7	9.0	29.9	59.7
	<u>1560</u>					
National Average		*—	0.8	5.4	30.6	63.1

\*— Insufficient positive responses for inclusion in this Table.

TABLE 12(E)2a

FREQUENCY Of Respondents' TELEVISION VIEWING  
Between 2 P.M. AND 6 P.M. —  
By Provincial Land District And Overall

	No. of Valid Observations	Always %	Nearly Always %	Sometimes %	Rarely %	Never %
<u>North Island</u>						
Northland	143	*—	0.0	10.5	49.7	39.2
Central Auckland	30	0.0	0.0	10.0	53.3	36.7
South Auckland/ Bay Of Plenty	376	0.0	0.5	11.2	45.2	43.1
East Coast	36	0.0	0.0	16.7	41.7	41.7
Hawkes Bay	90	0.0	1.1	6.7	50.0	42.2
Taranaki	112	0.0	0.0	17.0	41.1	42.0
Wellington	180	0.0	0.0	8.9	45.6	45.6
<u>South Island</u>						
Marlborough	32	0.0	0.0	6.3	43.8	50.0
Nelson	30	0.0	0.0	6.7	43.3	50.0
Westland	27	0.0	3.7	3.7	40.7	51.9
Canterbury	216	0.0	0.5	8.8	43.5	47.2
Otago	134	0.0	0.0	5.2	44.0	50.7
Southland	144	0.0	0.0	11.1	48.6	40.3
	<u>1550</u>					
National Average		*—	0.3	9.9	45.5	44.1

\*— Insufficient positive responses for inclusion in this table.

TABLE 12(E)3a  
 FREQUENCY Of Respondents' TELEVISION VIEWING  
 Between 6 P.M. AND 8 P.M. —  
 By Provincial Land District And Overall

	No. of Valid Observations	Always %	Nearly Always %	Sometimes %	Rarely %	Never %
<u>North Island</u>						
Northland	148	8.8	50.0	29.7	6.1	5.4
Central Auckland	30	10.0	60.0	20.0	6.7	3.3
South Auckland/ Bay Of Plenty	394	10.9	50.8	29.7	5.6	3.0
East Coast	39	12.8	56.4	28.2	0.0	2.6
Hawkes Bay	97	14.4	49.5	25.8	6.2	4.1
Taranaki	119	10.1	57.1	27.7	3.4	1.7
Wellington	188	5.3	59.0	29.3	4.8	1.6
<u>South Island</u>						
Marlborough	33	3.0	57.6	33.3	3.0	3.0
Nelson	31	6.5	54.8	25.8	6.5	6.5
Westland	27	11.1	48.1	33.3	7.4	0.0
Canterbury	231	5.2	54.5	34.6	3.0	2.6
Otago	139	5.0	51.8	33.1	5.8	4.3
Southland	151	7.9	43.0	39.7	6.0	3.3
	<u>1627</u>					
National Average		8.4	52.4	31.0	5.0	3.1

TABLE 12(E)4a.

FREQUENCY Of Respondents' TELEVISION VIEWING  
Between 8 P.M. AND 10 P.M. —  
By Provincial Land District And Overall

	No. of Valid Observations	Always %	Nearly Always %	Sometimes %	Rarely %	Never %
<u>North Island</u>						
Northland	153	1.3	35.9	45.1	14.4	3.3
Central Auckland	31	9.7	38.7	41.9	6.5	3.2
South Auckland/ Bay Of Plenty	390	2.1	32.8	49.2	11.0	4.9
East Coast	37	0.0	40.5	51.4	5.4	2.7
Hawkes Bay	96	3.1	36.5	49.0	9.4	2.1
Taranaki	117	1.7	41.0	46.2	7.7	3.4
Wellington	187	3.7	33.7	51.9	9.1	1.6
<u>South Island</u>						
Marlborough	34	0.0	23.5	67.6	5.9	2.9
Nelson	30	3.3	30.0	60.0	3.3	3.3
Westland	28	3.6	46.4	50.0	0.0	0.0
Canterbury	232	2.6	37.5	53.4	4.3	2.2
Otago	142	2.8	40.8	45.1	7.7	3.5
Southland	150	5.3	46.0	44.7	2.7	1.3
	1627					
National Average		2.8	36.9	49.2	8.1	3.0

TABLE 12(E)5a

FREQUENCY Of Respondents' TELEVISION VIEWING  
Between 10 P.M. AND MIDNIGHT —  
By Provincial Land District And Overall

	No. of Valid Observations	Always %	Nearly Always %	Sometimes %	Rarely %	Never %
<u>North Island</u>						
Northland	143	0.0	0.7	16.1	50.3	32.9
Central Auckland	30	0.0	3.3	26.7	50.0	20.0
South Auckland/ Bay Of Plenty	377	0.0	0.8	14.1	54.6	30.5
East Coast	36	0.0	0.0	16.7	69.4	13.9
Hawkes Bay	91	0.0	2.2	15.4	49.5	33.0
Taranaki	113	0.0	0.0	15.9	44.2	39.8
Wellington	181	0.0	0.6	15.5	54.1	29.8
<u>South Island</u>						
Marlborough	32	0.0	0.0	15.6	53.1	31.3
Nelson	30	0.0	0.0	26.7	40.0	33.3
Westland	27	3.7	3.7	33.3	40.7	18.5
Canterbury	219	0.0	2.3	22.8	54.8	20.1
Otago	135	0.7	4.4	27.4	47.4	20.0
Southland	146	0.0	1.4	32.2	43.8	22.6
	<u>1560</u>					
National Average		0.1	1.4	19.6	51.2	27.6

TABLE 12(F)1a

Respondents' Intentions To Spend Money During The  
Next Two Years On A NEW CAR —  
By Provincial Land District And Overall

	No. of Valid Observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	156	36.5	41.7	21.8
Central Auckland	31	32.3	51.6	16.1
South Auckland/ Bay Of Plenty	398	40.5	39.9	19.6
East Coast	38	44.7	39.5	15.8
Hawkes Bay	99	26.3	55.6	18.2
Taranaki	121	33.9	47.1	19.0
Wellington	191	32.5	53.9	13.6
<u>South Island</u>				
Marlborough	35	22.9	48.6	28.6
Nelson	31	32.3	54.8	12.9
Westland	28	32.1	64.3	3.6
Canterbury	235	24.7	54.5	20.9
Otago	141	29.1	51.1	19.9
Southland	153	27.5	52.9	19.6
	<u>1657</u>			
National Average		32.7	48.5	18.8

TABLE 12(F)2a

Respondents' Intentions To Spend Money During The  
Next Two Years On A HOME COMPUTER —  
By Provincial Land District And Overall

	No. of Valid Observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	150	4.7	78.7	16.7
Central Auckland	30	20.0	76.7	3.3
South Auckland/ Bay Of Plenty	386	5.7	74.4	19.9
East Coast	38	10.5	68.4	21.1
Hawkes Bay	98	12.2	72.4	15.3
Taranaki	118	5.1	86.4	8.5
Wellington	190	5.8	83.2	11.1
<u>South Island</u>				
Marlborough	35	0.0	85.7	14.3
Nelson	30	3.3	80.0	16.7
Westland	28	10.7	78.6	10.7
Canterbury	231	5.2	74.0	20.8
Otago	139	5.0	79.1	15.8
Southland	151	3.3	84.8	11.9
	<u>1624</u>			
National Average		5.9	78.2	15.9

TABLE 12(F)3a

Respondents' Intentions To Spend Money During The  
Next Two Years On A VIDEO RECORDER —  
By Provincial Land District And Overall

	No. of Valid Observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	149	6.0	87.2	6.7
Central Auckland	30	6.7	86.7	6.7
South Auckland/ Bay Of Plenty	387	4.4	83.7	11.9
East Coast	36	11.1	75.0	13.9
Hawkes Bay	98	4.1	87.8	8.2
Taranaki	118	4.2	85.6	10.2
Wellington	190	4.2	83.7	12.1
<u>South Island</u>				
Marlborough	35	8.6	88.6	2.9
Nelson	30	3.3	90.0	6.7
Westland	28	7.1	89.3	3.6
Canterbury	231	2.6	85.7	11.7
Otago	140	3.6	88.6	7.9
Southland	151	2.0	86.8	11.3
	<u>1623</u>			
National Average		4.3	85.6	10.2



TABLE 12(F)4a

Respondents' Intentions To Spend Money During The  
Next Two Years On A STEREO SYSTEM —  
By Provincial Land District And Overall

	No. of Valid Observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	149	1.3	90.6	8.1
Central Auckland	30	6.7	83.3	10.0
South Auckland/ Bay Of Plenty	386	4.4	86.8	8.8
East Coast	36	0.0	94.4	5.6
Hawkes Bay	98	2.0	88.8	9.2
Taranaki	118	4.2	88.1	7.6
Wellington	190	1.6	93.7	4.7
<u>South Island</u>				
Marlborough	35	0.0	97.1	2.9
Nelson	30	0.0	96.7	3.3
Westland	28	7.1	89.3	3.6
Canterbury	231	2.6	87.9	9.5
Otago	140	2.1	91.4	6.4
Southland	150	2.0	90.7	7.3
	<u>1621</u>			
National Average		2.8	89.6	7.6

TABLE 12(F)5a

Respondents' Intentions To Spend Money During The  
Next Two Years On EXTENSIVE HOME IMPROVEMENTS —  
By Provincial Land District And Overall

	No. of Valid Observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	151	26.5	61.6	11.9
Central Auckland	31	22.6	64.5	12.9
South Auckland/ Bay Of Plenty	389	24.4	61.7	13.9
East Coast	37	27.0	62.2	10.8
Hawkes Bay	98	12.2	73.5	14.3
Taranaki	118	22.9	60.2	16.9
Wellington	191	17.3	71.2	11.5
<u>South Island</u>				
Marlborough	35	20.0	62.9	17.1
Nelson	30	16.7	73.3	10.0
Westland	28	35.7	53.6	10.7
Canterbury	233	18.9	63.5	17.6
Otago	142	15.5	71.1	13.4
Southland	152	13.2	76.3	10.5
	<u>1635</u>			
National Average		20.3	66.0	13.7

TABLE 12(F)6a

Respondents' Intentions To Spend Money During The  
Next Two Years On A SPA OR SWIMMING POOL —  
By Provincial Land District And Overall

	No. of Valid Observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	150	9.3	85.3	5.3
Central Auckland	31	9.7	77.4	12.9
South Auckland/ Bay Of Plenty	386	7.8	82.4	9.8
East Coast	36	5.6	88.9	5.6
Hawkes Bay	98	5.1	87.8	7.1
Taranaki	118	4.2	85.6	10.2
Wellington	190	5.8	86.8	7.4
<u>South Island</u>				
Marlborough	35	2.9	91.4	5.7
Nelson	30	0.0	96.7	3.3
Westland	28	0.0	100.0	0.0
Canterbury	231	3.0	88.7	8.2
Otago	140	0.7	95.7	3.6
Southland	150	1.3	92.7	6.0
	<u>1623</u>			
National Average		5.0	87.6	7.5

TABLE 12(F)7a

Respondents' Intentions To Spend Money During The  
Next Two Years On A TRIP OVERSEAS —  
By Provincial Land District And Overall

	No. of Valid Observations	Yes %	No %	Don't Know %
<u>North Island</u>				
Northland	152	23.7	51.3	25.0
Central Auckland	31	41.9	29.0	29.0
South Auckland/ Bay Of Plenty	394	28.2	44.4	27.4
East Coast	37	29.7	48.6	21.6
Hawkes Bay	98	19.4	60.2	20.4
Taranaki	119	23.5	47.9	28.6
Wellington	191	27.2	53.4	19.4
<u>South Island</u>				
Marlborough	35	17.1	62.9	20.0
Nelson	30	30.0	60.0	10.0
Westland	28	17.9	71.4	10.7
Canterbury	233	14.6	60.1	25.3
Otago	141	20.6	61.0	18.4
Southland	152	19.1	57.9	23.0
	<u>1641</u>			
National Average		23.3	53.1	23.6

TABLE 13 1a

The Three Most Important Factors Limiting  
Expansion Of Output

FACTORS	Relative Frequency As 1st Factor %	Relative Frequency As 2nd Factor %	Relative Frequency As 3rd Factor %	Relative Frequency As % Of All Factors %
1. Finance — its availability	9.9	2.1	1.8	4.7
2. Finance — Its Cost	22.5	9.4	5.7	12.6
3. Income Tax Levels	14.5	6.1	4.9	8.6
4. Death Duty Levels	0.7	1.2	0.7	0.9
5. Adverse Climate	10.8	6.2	4.4	7.2
6. Availability of Trained Labour	1.8	1.6	1.1	1.5
7. Cost of Trained Labour	2.0	4.8	3.6	3.5
8. Cost of Housing For Additional Labour	0.7	1.8	1.2	1.2
9. Cost of Additional Farm Inputs	4.9	10.7	7.0	7.6
10. Instability Of Farm Produce Prices	4.0	9.2	5.7	6.3
11. Size of Farm	9.6	10.2	5.7	8.5
12. Your Age and State of Health	3.0	5.7	8.4	5.6
13. The Productive Limitations Of The Type of Land	4.5	9.5	11.2	8.4
14. Pests And/Or Weeds	0.4	1.0	2.3	1.2
15. Animal Diseases	0.2	0.7	0.7	0.5
16. Industrial Unrest In Industries Servicing Farming	1.6	4.7	5.6	4.0
17. Inadequate Profits From Expanded Output	6.4	11.0	18.3	11.8
18. Availability And/Or Cost of Transport Of Inputs and Output	0.0	0.4	1.0	0.5
19. High Cost of Farm Machinery	0.6	1.8	5.3	2.6
20. Others	1.8	1.7	5.3	2.9
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
No. of Valid Observations	1658	1631	1597	4886

TABLE 13 1b  
The Three Most Important FACTORS LIMITING EXPANSION Of OUTPUT —  
By Provincial Land District <sup>1</sup>

	1	2	3	4	5	6	7	8	9	10	11	12	13
1. Available Finance	6.9	9.9	4.5	4.2	4.4	4.1	4.9	5.8	2.2	2.4	3.4	6.0	3.7
2. Cost Finance	13.3	13.2	13.4	13.4	12.6	9.6	12.7	17.5	13.5	13.1	12.1	9.8	14.0
3. Income Tax	6.2	6.6	9.7	8.4	10.1	12.8	11.1	3.9	4.5	4.8	6.8	5.7	8.5
4. Death Duty	0.0	1.1	0.9	0.0	1.0	2.6	0.9	1.0	0.0	0.0	0.6	1.4	0.7
5. Climate	8.8	2.2	5.1	10.1	7.5	7.5	4.7	12.6	3.4	16.7	12.1	7.6	6.8
6. Available Labour	1.1	2.2	1.9	0.0	1.7	1.7	1.6	1.0	2.2	0.0	1.0	2.4	1.1
7. Cost Trained Labour	4.5	3.3	3.3	5.9	2.7	3.2	2.5	3.0	5.6	0.0	3.4	4.5	3.3
8. Housing labour	1.7	2.2	1.8	1.7	1.4	1.4	0.7	1.0	0.0	3.6	0.4	1.0	0.7
9. Cost of Inputs	8.2	13.2	7.6	8.4	8.2	6.7	7.3	4.9	6.8	8.3	7.5	7.9	6.3
10. Unstable Prices	7.1	4.4	5.1	8.4	6.8	6.7	7.0	7.8	4.5	4.8	7.0	5.7	6.8
11. Farm Size	8.6	9.9	10.5	8.4	5.5	11.0	8.8	4.9	9.0	9.5	6.5	8.1	7.2
12. Age and/or Health	6.2	8.8	7.4	1.7	1.7	7.6	5.5	1.0	11.2	4.8	4.9	4.8	4.4
13. Type of Land	7.3	8.8	8.4	12.6	8.9	8.7	10.2	9.7	12.4	9.5	7.0	6.9	7.4
14. Pests; Weeds	3.2	0.0	1.5	0.0	0.7	1.2	0.9	0.0	0.0	1.2	1.4	1.7	0.0
15.	0.9	0.0	0.9	0.0	0.3	1.2	0.2	1.0	1.1	1.2	0.1	0.0	0.0
16. Industrial Unrest	2.6	2.2	2.7	1.7	5.8	5.2	3.2	3.0	5.6	0.0	3.4	3.6	9.8
17. Lack of Profits	9.7	9.9	10.3	11.8	14.0	8.7	13.4	13.6	14.6	8.3	13.6	14.6	11.5
18. Transport	0.4	0.0	0.2	0.0	1.4	0.0	0.4	1.9	0.0	6.0	0.1	0.7	0.2
19. Cost of Machinery	1.5	2.2	1.2	0.8	1.0	1.7	1.3	3.9	1.1	2.4	5.7	4.3	4.4
20. Others	1.7	0.0	3.4	2.5	3.4	2.6	2.9	3.0	2.2	3.6	2.7	3.3	3.5
No. of Valid Observations	465	91	1164	119	293	345	559	103	89	84	696	419	459

1. See Table 1A for Key to Provincial Land Districts.

TABLE 13 1c

The Three Most Important FACTORS LIMITING  
EXPANSION OF OUTPUT —  
By Type Of Farm

	No. of Valid Observations	Dairy %	Sheep/Beef %	Cropping %	Other %
1. Finance — Its Availability	227	4.7	4.2	5.9	7.0
2. Finance — Its Cost	612	11.7	12.1	18.4	16.4
3. Income Tax Levels	414	11.8	7.1	6.6	8.0
4. Death Duty Levels	43	1.1	0.9	0.0	0.6
5. Adverse Climate	350	7.8	7.2	8.0	5.3
6. Availability of Trained Labour	74	2.0	1.4	0.0	1.1
7. Cost of Trained Labour	168	3.2	3.9	1.5	1.8
8. Cost of Housing for Additional Labour	60	1.9	0.9	0.7	1.4
9. Cost of Additional Farm Labour	368	6.1	8.4	5.9	6.6
10. Instability of Farm Product Prices	308	3.1	7.4	8.8	8.2
11. Size of Farm	417	12.7	6.8	8.8	7.8
12. Your Age and State of Health	275	7.4	4.9	3.0	6.2
13. Productive Limitations of The Type Of Land	406	9.0	8.7	6.6	4.9
14. Pests and/or Weeds	61	1.5	1.1	2.2	1.2
15. Animal Diseases	25	0.6	0.8	0.0	0.2
16. Unrest in Farm Servicing Industries	193	1.9	5.0	0.7	4.5
17. Inadequate Profits from Expanded Output	577	8.3	14.1	9.6	9.2
18. Availability and/or Cost of Inputs and Outputs	22	0.1	0.6	0.7	0.2
19. High Cost of Farm Machinery	125	1.8	2.0	10.3	5.7
20. Others	143	3.2	2.6	2.2	3.5
		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

TABLE 13 1d

The Most Important FACTORS LIMITING  
EXPANSION OF OUTPUT —  
By Age Of Farmer

	No. of Valid Observations	35 Years & Under %	36-50 Years %	51-60 Years %	Over 60 Years %
1. Finance — Its Availability	221	6.1	4.2	4.1	3.2
2. Finance — Its Cost	610	16.2	13.4	9.5	6.2
3. Income Tax Levels	413	5.9	8.1	11.7	10.6
4. Death Duty Levels	42	0.4	0.7	1.2	2.3
5. Adverse Climate	347	7.7	7.5	7.0	4.8
6. Availability of Trained Labour	73	1.3	1.5	1.5	2.3
7. Cost of Trained Labour	168	3.1	3.7	3.8	3.0
8. Cost of Housing for Additional Labour	59	1.3	1.3	0.8	1.4
9. Cost of Additional Farm Inputs	365	8.8	8.0	6.4	4.6
10. Instability of Farm Product Prices	306	7.8	6.1	5.8	4.6
11. Size of Farm	410	8.5	7.2	9.9	12.0
12. Your Age and State of Health	267	0.6	3.7	10.0	17.8
13. Productive Limitations of the Type Of Land	403	10.3	8.3	6.7	7.4
14. Pests and/or Weeds	61	1.2	1.4	1.1	0.9
15. Animal Diseases	25	0.6	0.6	0.2	0.5
16. Unrest in Farm Servicing Industries	190	2.6	4.5	3.9	5.0
17. Inadequate Profits From Expanded Output	571	10.5	13.3	11.9	8.5
18. Availability and/or Cost of Transport of Inputs and Outputs	23	0.6	0.3	0.4	1.6
19. High Cost of Farm Machinery	124	2.7	2.7	2.4	2.1
20. Others	141	3.8	3.3	1.8	1.4
		100	100	100	100



TABLE 14. 1a

Indications Of The MOST EFFECTIVE EXPANSION INCENTIVE —  
By Provincial Land District<sup>a</sup> And Overall

	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %	11 %	12 %	13 %	Overall %
1. Reduction in Income Tax	18.1	13.3	30.2	17.9	32.7	35.6	27.6	20.0	9.7	3.7	25.2	16.5	30.3	25.8
2. Reduction in Death Duties	0.0	3.3	0.3	0.0	0.0	0.8	2.1	0.0	0.0	0.0	0.9	0.7	0.0	0.6
3. Increased Subsidy to Reduce Cost of Fertiliser	32.9	23.3	13.0	10.3	13.3	16.9	11.5	22.9	25.8	37.0	9.8	17.3	8.4	15.5
4. Cash Grant for Each Head of Sheep and/or Cattle	1.9	0.0	0.0	2.6	1.0	0.0	0.5	2.9	6.5	0.0	2.6	0.7	1.9	1.2
5. Higher Supplementary Minimum Prices	5.8	3.3	4.6	10.3	1.3	3.4	2.6	2.9	0.0	3.7	3.0	4.3	5.2	4.0
6. Reduction in Inflation Rate	20.6	13.3	27.4	33.3	27.6	24.6	33.3	25.7	25.8	22.2	34.6	36.0	31.0	29.1
7. Increased Availability of Farm Credit	3.9	6.7	2.3	2.6	1.0	1.7	1.0	2.9	3.2	3.7	0.4	0.0	0.6	1.7
8. Reduction in Cost of Farm Credit	8.4	16.7	6.6	7.7	8.2	1.7	7.3	8.6	12.9	11.1	6.8	9.4	9.0	7.5
9. Intensify Research into On-Farm Problems	2.6	10.0	4.3	5.1	4.1	4.2	5.2	2.9	9.7	11.7	3.4	5.8	5.2	4.6
10. Less Government Involvement in Farming	1.3	3.3	3.1	0.0	3.1	1.7	1.6	0.0	0.0	3.7	4.3	2.2	2.6	2.5
11. Increased Extension Facilities	0.0	3.3	1.8	5.1	0.0	0.0	1.0	0.0	0.0	0.0	0.9	0.7	0.0	0.9
12. Increased Financial Returns	1.9	0.0	2.3	0.0	5.1	2.5	3.6	5.7	3.2	3.7	4.3	4.3	3.2	3.2
13. Others	2.5	3.3	4.3	5.2	3.0	6.7	2.6	5.8	3.2	0.0	3.4	0.7	2.5	3.2
No. of Valid Observations	155	30	391	39	98	118	192	35	31	27	234	139	155	1644

a. See Table 1A for Key to Provincial Land Districts.

TABLE 14 1b  
 Indications Of The MOST EFFECTIVE  
 EXPANSION INCENTIVE —  
 By Type Of Farm

	Dairy %	Sheep/Beef %	Cropping %	Other %	All Types %
1. Reduction in Income Tax	37.3	19.9	36.4	27.6	25.9
2. Reduction in Death Duties	0.4	0.8	0.0	0.0	0.6
3. Increased Subsidies to Reduce Cost of Fertiliser	11.1	18.0	6.8	14.1	15.4
4. Cash Grant for Each Head of Sheep and/or Cattle	0.0	1.6	2.3	1.2	1.2
5. Higher Supplementary Minimum Prices	2.7	5.1	0.0	1.8	4.0
6. Reduction in Inflation Rate	24.7	31.6	25.0	25.8	28.9
7. Increased Availability of Farm Credit	2.9	1.0	2.3	2.5	1.7
8. Reduction in Cost of Farm Credit	6.2	7.0	6.8	14.1	7.5
9. Intensify Research Into On-Farm Problems	6.2	4.2	9.1	1.8	4.6
10. Less Government Involve- ment in Farming	2.7	2.5	0.0	2.5	2.5
11. Increased Extension Facilities	1.8	0.6	0.0	0.6	0.9
12. Increased Financial Returns	1.8	3.7	2.3	4.3	3.2
13. Others	2.1	3.8	9.2	3.6	3.6
No. of Valid Observations	450	981	44	163	1638

TABLE 14 1c  
 Indications Of The MOST EFFECTIVE  
 EXPANSION INCENTIVE —  
 By Age Of Farmer

	35 Years & Under	RELATIVE FREQUENCY %			All Ages
		36-50 Years	51-60 Years	Over 60 Years	
1. Reduction in Income Tax	24.1	22.9	31.3	30.9	25.8
2. Reduction in Death Duties	0.5	0.3	0.9	1.3	0.6
3. Increased Subsidy to Reduce Cost of Fertiliser	12.2	14.7	18.5	20.4	15.4
4. Cash Grant For Each Head of Sheep and/or Cattle	0.7	1.3	1.1	2.0	1.2
5. Higher Supplementary Minimum Prices	4.4	4.5	2.6	2.0	3.8
6. Reduction in Inflation Rate	27.0	31.5	28.5	26.3	29.2
7. Increased Availability of Farm Credit	2.9	1.3	1.4	0.7	1.7
8. Reduction in Cost of Farm Credit	10.2	7.9	5.4	3.9	7.6
9. Intensify Research Into On-Farm Problems	5.8	4.9	2.3	5.3	4.6
10. Less Government Involvement In Farming	1.2	3.2	2.3	3.3	2.5
11. Increased Extension Facilities	1.2	0.8	0.9	0.7	0.9
12. Increased Financial Returns	4.9	2.7	3.4	0.7	3.2
13. Others	5.1	3.9	1.5	2.8	3.5
No. of Valid Observations	411	708	351	152	1622

TABLE 15(A)1a

Respondents' Assessment of Which Factor is the Most  
Important When Borrowing Finance  
— By Provincial Land District

	Number of valid observations	Interest Rate %	Amount Available %	Period of Loan %
<u>North Island</u>				
Northland	150	70.7	6.7	22.7
Central Auckland	30	70.0	20.0	10.0
South Auckland/ Bay of Plenty	387	69.8	13.1	17.1
East Coast	37	73.0	13.5	13.5
Hawkes Bay	95	72.6	18.9	8.4
Taranaki	105	69.5	13.3	17.1
Wellington	180	72.8	16.1	11.1
<u>South Island</u>				
Marlborough	33	81.8	9.1	9.1
Nelson	27	81.5	11.1	7.4
Westland	25	72.0	12.0	16.0
Canterbury	225	80.0	11.1	8.0
Otago	137	78.1	8.8	13.1
Southland	147	78.2	10.9	10.9
	1572			
National Average		74.0	12.3	13.6

TABLE 15(A) 1b

Respondents' Assessment of Which Factor is the Most  
Important When Borrowing Finance  
— By Type of Farm

	Number of valid observations	Interest Rate %	Amount Available %	Period of Loan %
Dairy	432	68.8	13.2	18.1
Sheep-Beef	931	77.0	11.3	11.7
Cropping	46	67.4	21.7	10.9
Other	157	72.6	14.0	13.4
	1566			
National Average		74.0	12.4	13.6

TABLE 15(A) 1c

Respondents' Assessment of Which Factor is the Most  
Important When Borrowing Finance  
— By Age of Respondents

	Number of valid observations	Interest Rate %	Amount Available %	Period of Loan %
Under 35	430	71.6	13.3	15.1
36-50	693	74.0	11.7	14.3
51-60	321	77.3	12.1	10.6
Over 60	128	74.2	13.3	12.5
	1572			
National Average		74.0	12.3	13.6

TABLE 15(A)2a

Respondents' Assessment of Which Factor is the Least  
Important When Borrowing Finance  
— By Provincial Land District

	Number of valid observations	Interest Rate %	Amount Available %	Period of Loan %
<u>North Island</u>				
Northland	139	12.2	38.8	48.9
Central Auckland	30	16.7	33.3	50.0
South Auckland—				
Bay of Plenty	360	13.1	41.4	45.6
East Coast	35	14.3	42.9	42.9
Hawkes Bay	92	10.9	38.0	51.1
Taranaki	104	15.4	35.6	49.0
Wellington	175	12.6	36.0	51.4
<u>South Island</u>				
Marlborough	32	3.1	34.4	62.5
Nelson	27	3.7	37.0	59.3
Westland	24	20.8	41.7	37.5
Canterbury	217	6.0	43.4	50.7
Otago	130	7.7	43.8	48.5
Southland	146	8.9	44.5	46.6
	1511			
National Average		10.9	40.4	48.7

TABLE 15(A)2b

Respondents' Assessment of Which Factor is the Least  
Important When Borrowing Finance  
— By Type of Farm

	Number of valid observations	Interest Rate %	Amount Available %	Period of Loan %
Dairy	414	15.2	36.0	48.8
Sheep-Beef	896	8.8	43.3	47.9
Cropping	45	11.1	35.6	53.3
Other	151	11.9	37.1	51.0
	1506			
National Average		11.0	40.0	48.6

TABLE 15(A)2c

Respondents' Assessment of Which Factor is the Least  
Important When Borrowing Finance  
— By Age of Respondents

	Number of valid observations	Interest Rate %	Amount Available %	Period of Loan %
Under 35	415	14.2	41.2	44.6
36-50	665	8.7	40.9	50.4
51-60	312	10.6	40.1	49.4
Over 60	119	12.6	35.3	52.1
	1511			
National Average		10.9	40.4	48.7

TABLE 15(B)1a

Values Of Assets As At June 1983 According To  
 Respondents' Latest Balance Sheets And/Or Own Estimates —  
 By Provincial Land District And Overall

	No. of Valid Observations	Farmland \$	Other Farm Assets \$	Off-Farm Assets \$
<u>North Island</u>				
Northland	137	354,154	101,332	38,202
Central Auckland	27	435,958	69,162	71,349
South Auckland/ Bay Of Plenty	352	553,799	121,116	38,167
East Coast	38	560,807	148,743	43,570
Hawkes Bay	92	679,473	130,106	66,676
Taranaki	105	444,766	115,208	28,745
Wellington	167	478,445	128,548	56,283
<u>South Island</u>				
Marlborough	31	420,870	89,387	17,554
Nelson	27	358,574	101,902	42,440
Westland	24	429,917	140,696	10,318
Canterbury	208	496,233	105,539	25,580
Otago	130	599,618	140,940	34,971
Southland	127	398,224	93,854	39,709
	<u>1464</u>			
National Average		498,469	116,516	39,195



TABLE 15(B)1b

203.

Values Of Assets As At June 1983 According To  
Respondents' Latest Balance Sheets And/Or Own Estimates -  
By Type Of Farm

	No. of Valid Observations	Farmland \$	Other Farm Assets \$	Off-Farm Assets \$
Dairy	394	457,295	103,220	34,860
Sheep/Beef	876	522,170	124,032	42,154
Cropping	44	470,607	134,616	18,248
Other	144	476,277	101,304	39,835
	<u>1458</u>			
National Average		498,469	116,516	39,195

TABLE 15(B)1c

Values Of Assets As At 30 June 1983 According To  
Respondents' Latest Balance Sheets And/Or Own Estimates -  
By Age Of Farmer

	No. of Valid Observations	Farmland \$	Other Farm Assets \$	Off-Farm Assets \$
35 Years and Under	365	487,493	111,694	26,047
36 to 50 Years	650	532,670	125,078	37,078
51 to 60 Years	308	477,944	112,882	56,578
60 Years and Over	130	378,084	88,041	47,750
	<u>1453</u>			
National Average		498,469	116,516	39,195

TABLE 15(B)1d

Values of Assets As At June 1983 According To  
Respondents' Latest Balance Sheets And/Or Own Estimates -  
By Farm Area

	No. of Valid Observations	Farmland \$	Other Farm Assets \$	Off-Farm Assets \$
100 ha or less	515	316,569	72,573	34,933
101 ha to 300 ha	540	477,820	104,140	37,782
Over 300 ha	394	765,199	188,770	45,812

TABLE 15(C)

204.

Distribution of Liabilities as at End of 1982/83  
Season — By Source

	No. of Valid Observations	Average Amount Borrowed \$	Long Term %	Medium Term %	Short Term %
1. Rural Bank	999	63,677	78	18	4
2. Govt Agency other than R.B.F.C.	129	56,776	81	15	4
3. Trustee Savings Bank	82	67,660	73	19	8
4. Respondents' Trading Bank	572	26,027	7	37	56
5. Building Society	47	19,749	68	16	16
6. Insurance Company	235	74,392	71	21	8
7. Stock & Station Agent	190	24,996	9	13	78
8. Trust Company	51	90,152	28	44	28
9. Solicitors' Trustee Funds	210	57,622	8	30	62
10. Family Loan	443	59,874	63	23	14
11. Private Source	150	57,911	11	56	33
12. Local Body	125	11,352	77	19	4
13. Finance Company	106	36,730	4	24	72
14. Dairy Company	44	18,006	21	28	51
15. Private Savings Bank	14	32,829	54	15	31
16. Other	24	63,164	38	29	33
	<u>3421</u>				

Weighted Average of All Liabilities 48,272<sup>1</sup>

Average Liabilities 56,890<sup>2</sup>

1 This is the sum of all liabilities divided by the total number of valid observations.

2 This is the sum of all liabilities divided by the number of respondents who borrowed finance.

TABLE 15(D)

New Loans During the 1981/82 Production Season  
— By Source

	No. of Valid Observations	Average Amount Borrowed \$	Average Interest Rate %	Long Term %	Medium Term %
1. Rural Bank	289	38,686	9.2	67	33
2. Government Agency other than R.B.F.C.	13	66,461	10.1	77	23
3. Trustee Savings Bank	11	50,260	16.1	40	60
4. Respondents' Trading Bank	145	22,993	15.1	6	94
5. Building Society	9	20,553	15.9	80	20
6. Insurance Company	33	83,019	14.2	64	36
7. Stock and Station Agent	30	27,077	16.4	14	86
8. Trust Company	9	87,667	15.4	10	90
9. Solicitors' Trustee Funds	33	61,638	17.4	9	91
10. Family Loan	38	64,145	10.1	47	53
11. Private Source	23	48,783	13.6	13	87
12. Local Body	16	11,680	9.0	64	36
13. Finance Company	35	30,725	18.0	9	91
14. Dairy Company	10	13,570	15.4	10	90
15. Private Savings Bank	1	40,000	21.0	—	100
16. Other	3	34,383	12.3	—	100

Weighted Average of All Sources

TABLE 15(E)

Respondents' Main Reasons For Additional Medium  
And Long Term Borrowing In 1982-1983

	Proportion of New Borrowing %
1. To purchase new or additional land	13.4
2. To finance farm development	42.5
3. To purchase plant and machinery	13.4
4. To refinance existing loans	15.4
5. For personal reasons	15.4
No. of Valid Observations	1535

Note: Replies from those who specified Drought as the main reason for their Additional Borrowing have been included with the replies from those who borrowed for Personal Reasons.

TABLE 15(F)

Respondents Who Succeeded in Borrowing  
The Finance Required For Farming During The 1982-83 Season

	%
1. Yes	30.2
2. No	9.4
3. Don't Know	0.8
4. Did not apply to borrow funds	59.6
No. of Valid Observations	1,404

TABLE 15(G)

207.

Average Amount which Respondents were Unable to  
Borrow During the 1982/83 Season

	No. of Valid Observations	Amount \$
1. To purchase new or additional land	27	131,000
2. To finance farm development	54	23,021
3. To purchase plant and machinery	14	14,786
4. To refinance existing loans	23	72,869
5. For personal reasons	13	19,615

TABLE 15(H)

Indications of the Finance Which Respondents  
Will Seek To Borrow During the 1983/84 Season

Term	No. of Valid Observations	Amount \$
Medium	262	42,076
Long	203	95,075

TABLE 15(I)

Intended Purposes For Respondents' Borrowed  
Funds During the 1983/84 Season

	No. of Valid Observations	%
1. To purchase new or additional land	83	17.6
2. To finance farm development	168	35.6
3. To purchase plant and machinery	49	10.4
4. To refinance existing loans	113	23.9
5. For personal reasons	59	12.5
	472	

TABLE 15(J)  
Source from which Respondents hope  
to Borrow Funds in 1983-84

	Medium Term %	Long Term %
1. Rural Bank	25.4	56.6
2. Government agency other than R.B.F.C.	1.4	3.0
3. Trustee Savings Bank	4.3	3.0
4. Respondents' Trading Bank	37.3	4.2
5. Building Society	—	0.6
6. Insurance Company	4.8	16.3
7. Stock and Station Agent	4.8	2.4
8. Trust Company	1.4	4.8
9. Solicitors' Trustee Funds	11.5	2.4
10. Family Loan	1.9	—
11. Private Source	2.9	1.2
12. Local Body	0.5	4.2
13. Finance Company	2.4	1.2
14. Dairy Company	—	—
15. Private Savings Bank	0.5	—
16. Other	1.0	—
	100.0	100.0

TABLE 16(A)1a

Respondents' Prediction of the Likely INTERNAL INFLATION RATE  
for the Next Twelve Months —  
By Provincial Land District and Overall

	No. of valid observations	Predicted Internal Inflation Rate %
<u>North Island</u>		
Northland	136	8.7
Central Auckland	29	8.6
South Auckland/ Bay of Plenty	341	8.2
East Coast	36	7.9
Hawkes Bay	82	8.8
Taranaki	99	8.2
Wellington	168	8.5
<u>South Island</u>		
Marlborough	33	9.1
Nelson	29	8.3
Westland	27	9.6
Canterbury	207	8.4
Otago	122	8.4
Southland	127	8.4
	1436	
National Average		8.5

TABLE 16(B)1a

Respondents' Opinions Regarding the Short Term (1984) Market  
Prospects of SHEEP MEAT —  
By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	133	8.3	48.9	42.9
Central Auckland	26	11.5	34.6	53.8
South Auckland/ Bay of Plenty	334	11.7	40.4	47.9
East Coast	37	13.5	32.4	54.1
Hawkes Bay	88	9.1	30.7	60.2
Taranaki	99	19.2	29.3	51.5
Wellington	77	16.4	40.1	43.5
<u>South Island</u>				
Marlborough	34	11.8	44.1	44.1
Nelson	27	11.1	44.4	44.4
Westland	25	8.0	44.0	48.0
Canterbury	221	14.5	33.9	51.6
Otago	130	20.0	39.2	40.8
Southland	134	18.7	37.3	44.0
	1465			
National Average		14.1	38.4	47.6



TABLE 16(B)1b  
 Respondents' Opinions Regarding the Medium Term (1-3 years)  
 Market Prospects of SHEEP MEAT —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	136	16.2	48.5	35.3
Central Auckland	27	18.5	40.7	40.7
South Auckland/ Bay of Plenty	336	14.6	51.8	33.6
East Coast	38	21.1	39.5	39.5
Hawkes Bay	88	12.5	50.0	37.5
Taranaki	100	21.0	48.0	31.0
Wellington	174	17.8	43.7	38.5
<u>South Island</u>				
Marlborough	35	17.1	57.1	25.7
Nelson	28	10.7	67.9	21.4
Westland	26	11.5	53.8	34.6
Canterbury	218	15.6	46.8	37.6
Otago	128	20.3	44.5	35.2
Southland	137	16.1	46.0	38.0
	1471			
National Average		16.4	48.2	35.4

TABLE 16(B)1c

Respondents' Opinions Regarding the Long Term (3-10 years)  
 Market Prospects of SHEEP MEAT —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	134	38.1	30.6	31.3
Central Auckland	26	38.5	19.2	42.3
South Auckland/ Bay of Plenty	336	27.7	41.4	31.0
East Coast	37	56.8	21.6	21.6
Hawkes Bay	88	38.6	33.0	28.4
Taranaki	101	36.6	36.6	26.7
Wellington	173	31.2	32.4	36.4
<u>South Island</u>				
Marlborough	34	29.4	29.4	41.2
Nelson	26	19.2	46.2	34.6
Westland	27	29.6	51.9	18.5
Canterbury	219	38.4	26.5	35.2
Otago	128	34.4	32.8	32.8
Southland	137	29.2	29.9	40.9
	1466			
National Average		33.5	33.6	32.9

TABLE 16(B)2a

Respondents' Opinions Regarding the Short Term (1984)  
 Market Prospects of BEEF —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	136	50.0	45.6	4.4
Central Auckland	26	30.8	50.0	19.2
South Auckland/ Bay of Plenty	335	37.0	52.2	10.7
East Coast	37	62.2	35.1	2.7
Hawkes Bay	89	53.9	39.3	6.7
Taranaki	99	46.5	47.5	6.1
Wellington	177	49.7	41.8	8.5
<u>South Island</u>				
Marlborough	34	61.8	32.4	5.9
Nelson	27	51.9	44.4	3.7
Westland	24	50.0	45.8	4.2
Canterbury	210	45.7	49.0	5.2
Otago	127	52.8	40.9	6.3
Southland	126	47.6	41.3	11.1
	1447			
National Average		46.6	45.6	7.7

TABLE 16(B)2b

Respondents' Opinions Regarding the Medium Term (1-3 years)  
 Market Prospects of BEEF —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	140	30.7	63.6	5.7
Central Auckland	27	22.2	66.7	11.1
South Auckland/ Bay of Plenty	343	28.0	62.7	9.3
East Coast	37	51.4	48.6	0.0
Hawkes Bay	87	41.4	52.9	5.7
Taranaki	103	35.0	59.2	5.8
Wellington	175	34.9	54.9	10.3
<u>South Island</u>				
Marlborough	34	38.2	58.8	2.9
Nelson	27	18.5	77.8	3.7
Westland	25	32.0	56.0	12.0
Canterbury	214	30.8	57.9	11.2
Otago	129	31.0	60.5	8.5
Southland	132	28.8	60.6	10.6
	1473			
National Average		31.7	59.7	8.6

TABLE 16(B)2c

Respondents' Opinions Regarding the Long Term (3-10 years)  
 Market Prospects of BEEF —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	133	30.8	45.1	24.1
Central Auckland	26	34.6	50.0	15.4
South Auckland/ Bay of Plenty	344	35.8	51.5	12.8
East Coast	36	44.4	44.4	11.1
Hawkes Bay	88	39.8	48.9	11.4
Taranaki	101	34.7	55.4	9.9
Wellington	174	29.9	54.6	15.5
<u>South Island</u>				
Marlborough	35	22.9	60.0	17.1
Nelson	27	18.5	44.4	37.0
Westland	26	34.6	46.2	19.2
Canterbury	209	27.8	55.5	16.7
Otago	121	27.3	54.5	18.2
Southland	128	29.7	44.5	25.8
	1448			
National Average		31.9	51.4	16.7

TABLE 16(B)3a

Respondents' Opinions Regarding the Short Term (1984)  
 Market Prospects of WOOL —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	132	16.7	68.2	15.2
Central Auckland	26	34.6	57.7	7.7
South Auckland/ Bay of Plenty	330	24.2	63.3	12.4
East Coast	37	35.1	54.1	10.8
Hawkes Bay	89	31.5	55.1	13.5
Taranaki	100	24.0	59.0	17.0
Wellington	173	29.5	60.1	10.4
<u>South Island</u>				
Marlborough	35	45.7	45.7	8.6
Nelson	27	25.9	63.0	11.1
Westland	24	16.7	83.3	0.0
Canterbury	216	32.9	57.4	9.7
Otago	128	26.6	62.5	10.9
Southland	133	41.4	52.6	6.0
	1450			
National Average		28.6	60.2	11.2

TABLE 16(B)3b

Respondents' Opinions Regarding the Medium Term (1-3 years)  
 Market Prospects of WOOL —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	133	25.6	62.4	12.0
Central Auckland	27	37.0	55.6	7.4
South Auckland/ Bay of Plenty	334	27.8	64.7	7.5
East Coast	37	40.5	54.1	5.4
Hawkes Bay	88	31.8	64.8	3.4
Taranaki	99	26.3	61.6	12.1
Wellington	171	36.8	57.3	5.8
<u>South Island</u>				
Marlborough	34	47.1	47.1	5.9
Nelson	27	25.9	66.7	7.4
Westland	25	36.0	64.0	0.0
Canterbury	220	39.5	53.6	6.8
Otago	130	36.9	53.8	9.2
Southland	136	41.9	50.7	7.4
	1461			
National Average		33.7	58.7	7.6

TABLE 16(B)3c

Respondents' Opinions Regarding the Long Term (3-10 years)  
 Market Prospects of WOOL —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	136	37.5	50.0	12.5
Central Auckland	26	53.8	26.9	19.2
South Auckland/ Bay of Plenty	335	40.6	49.6	9.9
East Coast	36	44.4	50.0	5.6
Hawkes Bay	88	47.7	45.5	6.8
Taranaki	100	41.0	46.0	13.0
Wellington	174	44.8	44.3	10.9
<u>South Island</u>				
Marlborough	34	55.9	35.3	8.8
Nelson	28	32.1	60.7	7.1
Westland	26	42.3	53.8	3.8
Canterbury	218	50.9	38.5	10.6
Otago	129	43.4	45.7	10.9
Southland	134	52.2	40.3	7.5
	1464			
National Average		44.7	45.2	10.1



TABLE 16(B)4a

Respondents' Opinions Regarding the Short Term (1984)  
 Market Prospects of DAIRY PRODUCE —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	135	17.8	55.6	26.7
Central Auckland	27	3.7	70.4	25.9
South Auckland/ Bay of Plenty	345	13.3	49.9	36.8
East Coast	34	5.9	44.1	50.0
Hawkes Bay	83	14.5	38.6	47.0
Taranaki	100	21.0	41.0	38.0
Wellington	168	14.3	49.4	36.3
<u>South Island</u>				
Marlborough	33	12.1	57.6	30.3
Nelson	27	22.2	22.2	55.6
Westland	22	4.5	54.5	40.9
Canterbury	204	11.3	51.0	37.7
Otago	114	14.9	47.4	37.7
Southland	120	16.7	50.8	32.5
	1412			
National Average		14.2	49.1	36.7

TABLE 16(B)4b

Respondents' Opinions Regarding the Medium Term (1-3 years)  
 Market Prospects of DAIRY PRODUCE —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	134	16.4	50.0	33.6
Central Auckland	28	14.3	64.3	21.4
South Auckland/ Bay of Plenty	346	14.7	49.4	35.8
East Coast	34	8.8	35.3	55.9
Hawkes Bay	80	3.8	41.3	55.0
Taranaki	101	20.8	53.5	25.7
Wellington	170	16.5	38.2	45.3
<u>South Island</u>				
Marlborough	33	15.2	36.4	48.5
Nelson	26	23.1	30.8	46.2
Westland	23	17.4	43.5	39.1
Canterbury	205	11.2	44.4	44.4
Otago	111	11.7	44.1	44.1
Southland	123	10.6	48.0	41.5
	1414			
National Average		13.9	45.9	40.2

TABLE 16(B)4c

Respondents' Opinions Regarding the Long Term (3-10 years)  
 Market Prospects of DAIRY PRODUCE —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	132	24.2	39.4	36.4
Central Auckland	27	25.9	40.7	33.3
South Auckland/ Bay of Plenty	348	32.8	36.8	30.5
East Coast	35	11.4	45.7	42.9
Hawkes Bay	81	17.3	37.0	45.7
Taranaki	101	39.6	36.6	23.8
Wellington	168	25.6	32.1	42.3
<u>South Island</u>				
Marlborough	34	17.6	38.2	44.1
Nelson	27	22.2	25.9	51.9
Westland	24	29.2	33.3	37.5
Canterbury	206	22.8	35.0	42.2
Otago	109	15.6	35.8	48.6
Southland	122	17.2	31.1	51.6
	1414			
National Average		25.3	35.7	39.0

TABLE 16(B)5a

Respondents' Opinions Regarding the Short Term (1984)  
 Market Prospects of HORTICULTURAL PRODUCE —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	127	59.8	36.2	3.9
Central Auckland	27	48.1	44.4	7.4
South Auckland/ Bay of Plenty	327	45.9	47.1	7.0
East Coast	33	45.5	39.4	15.2
Hawkes Bay	83	56.6	39.8	3.6
Taranaki	94	47.9	46.8	5.3
Wellington	165	53.9	41.2	4.8
<u>South Island</u>				
Marlborough	33	48.5	39.4	12.1
Nelson	25	28.0	72.0	0.0
Westland	20	70.0	30.0	0.0
Canterbury	202	39.6	51.0	9.4
Otago	112	53.6	40.2	6.3
Southland	114	58.8	32.5	8.8
	1362			
National Average		49.9	43.5	6.7

TABLE 16(B)5b

Respondents' Opinions Regarding the Medium Term (1-3 years)  
 Market Prospects of HORTICULTURAL PRODUCE —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	128	43.8	51.6	4.7
Central Auckland	28	64.3	21.4	14.3
South Auckland/ Bay of Plenty	325	40.0	51.1	8.9
East Coast	33	39.4	51.5	9.1
Hawkes Bay	81	44.4	51.9	3.7
Taranaki	97	32.0	58.8	9.3
Wellington	162	48.1	40.7	11.1
<u>South Island</u>				
Marlborough	34	29.4	52.9	17.6
Nelson	25	20.0	68.0	12.0
Westland	21	47.6	38.1	14.3
Canterbury	205	38.5	51.2	10.2
Otago	112	45.5	48.2	6.3
Southland	114	41.2	49.1	9.6
	1365			
National Average		41.3	49.7	9.0

TABLE 16(B)5c

Respondents' Opinions Regarding the Long Term (3-10 years)  
 Market Prospects of HORTICULTURAL PRODUCE —  
 By Provincial Land District and Overall

	No. of valid observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
<u>North Island</u>				
Northland	132	36.4	42.4	21.2
Central Auckland	27	55.6	22.2	22.2
South Auckland/ Bay of Plenty	332	41.0	41.9	17.2
East Coast	33	30.3	42.4	27.3
Hawkes Bay	81	39.5	43.2	17.3
Taranaki	98	37.8	37.8	24.5
Wellington	164	48.2	30.5	21.3
<u>South Island</u>				
Marlborough	33	30.3	39.4	30.3
Nelson	27	18.5	48.1	33.3
Westland	22	36.4	45.5	18.2
Canterbury	205	40.5	38.5	21.0
Otago	111	43.2	48.6	8.1
Southland	115	41.7	39.1	19.1
	1380			
National Average		40.5	39.9	19.6

TABLE 16(B)6a

Dairy Farming Respondents' Opinions Regarding the Short,  
Medium and Long Term Market Prospects of Sheep Meat,  
Beef, Wool, Dairy Produce and Horticultural Produce

	No. of Valid Observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
Short Term Sheepmeat	366	13.4	44.5	42.1
Medium Term Sheepmeat	369	16.5	54.5	29.0
Long Term Sheepmeat	367	30.0	41.7	28.3
Short Term Beef	369	33.6	54.2	12.2
Medium Term Beef	383	25.3	65.0	9.7
Long Term Beef	370	32.2	50.3	17.6
Short Term Wool	362	19.3	63.0	17.7
Medium Term Wool	368	23.6	65.8	10.6
Long Term Wool	362	36.5	48.6	14.9
Short Term Dairy	398	18.6	50.3	31.2
Medium Term Dairy	403	24.6	52.4	23.1
Long Term Dairy	400	46.3	34.5	19.3
Short Term Horticulture	367	47.4	46.6	6.0
Medium Term Horticulture	367	41.4	50.4	8.2
Long Term Horticulture	373	39.9	41.0	19.0

TABLE 16(B)6b

Sheep/Beef Farming Respondents' Opinions Regarding the Short,  
Medium and Long Term Market Prospects of Sheepmeat,  
Beef, Wool, Dairy Produce and Horticultural Produce

	No. of Valid Observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
Short Term Sheepmeat	905	14.3	36.2	49.5
Medium Term Sheepmeat	909	17.2	45.0	37.8
Long Term Sheepmeat	904	36.2	31.2	32.6
Short Term Beef	889	52.0	42.7	5.3
Medium Term Beef	901	34.0	58.6	7.4
Long Term Beef	890	33.0	51.9	15.1
Short Term Wool	895	31.5	60.6	7.9
Medium Term Wool	900	38.7	55.4	5.9
Long Term Wool	909	48.7	43.0	8.3
Short Term Dairy	829	11.8	47.9	40.3
Medium Term Dairy	827	9.3	41.5	49.2
Long Term Dairy	825	16.5	36.4	47.2
Short Term Horticulture	813	50.2	42.7	7.1
Medium Term Horticulture	818	40.8	50.2	8.9
Long Term Horticulture	822	39.7	40.6	19.7

TABLE 16(B)6c

Crop Farming Respondents' Opinions Regarding the Short,  
Medium and Long Term Market Prospects by Sheepmeat,  
Beef, Wool, Dairy Produce and Horticultural Produce

	No. of Valid Observations	Optimistic %	Reasonably Satisfied %	Pessimistic %
Short Term Sheepmeat	40	17.5	35.0	47.5
Medium Term Sheepmeat	41	9.8	46.3	43.9
Long Term Sheepmeat	42	28.6	28.6	42.9
Short Term Beef	39	51.3	46.2	2.6
Medium Term Beef	39	25.6	64.1	10.3
Long Term Beef	41	12.2	61.0	26.8
Short Term Wool	41	26.8	65.9	7.3
Medium Term Wool	40	27.5	67.5	5.0
Long Term Wool	42	33.3	59.5	7.1
Short Term Dairy	39	17.9	56.4	25.6
Medium Term Dairy	38	10.5	52.6	36.8
Long Term Dairy	41	17.1	39.0	43.9
Short Term Horticulture	40	42.5	55.0	2.5
Medium Term Horticulture	40	32.5	62.5	5.0
Long Term Horticulture	41	39.0	46.3	14.6



TABLE 16(C)1a

Respondents' Opinions as to Whether Members of the  
Meat and Wool Boards Should Continue to be Elected by An  
Electoral Committee of 25 Members OR Whether New Zealand  
Should Be Divided into 'Wards' With Each Meat and Wool Farmer  
Having a Direct Postal Vote to Decide the Board Member for  
His or Her Ward —  
By Provincial Land District

	No. of Valid Observations	Introduction of Wards %	Continuation of Present System %
<u>North Island</u>			
Northland	146	65.8	34.2
Central Auckland	24	58.3	41.7
South Auckland/ Bay of Plenty	355	60.0	40.0
East Coast	40	52.5	47.5
Hawkes Bay	98	66.3	33.7
Taranaki	105	58.1	41.9
Wellington	173	65.9	34.1
<u>South Island</u>			
Marlborough	35	71.4	28.6
Nelson	29	69.0	31.0
Westland	29	55.2	44.8
Canterbury	231	62.3	37.7
Otago	143	55.2	44.8
Southland	152	56.6	43.4
	<u>1560</u>		
National Average		61.2	38.8

TABLE 16(C)1b

Respondents' Opinions as to Whether Members of the  
Meat and Wool Boards Should Continue to be Elected by An  
Electoral Committee of 25 Members OR Whether New Zealand  
Should be Divided into 'Wards' With Each Meat and Wool Farmer  
Having a Direct Postal Vote to Decide the Board Member for  
His or Her Ward —  
By Age of Farmer

	No. of Valid Observations	Introduction of Wards %	Continuation of Present System %
35 Years and Under	394	64.2	35.8
36 to 50 Years	670	61.2	38.8
51 to 60 Years	329	63.5	36.5
Over 60 Years	147	49.7	50.3
	<u>1540</u>		
National Average		61.4	38.6

TABLE 16(D)1a

Areas of AGRICULTURAL ECONOMIC RESEARCH Which, in Respondents' Opinions  
and Given Current Financial Constraints, Merit the MOST URGENT RESEARCH ATTENTION —  
By Provincial Land District and Overall

	No. of Valid Observations	Production %	Processing %	Transport — Internal %	Transport — Overseas %	Marketing %
<u>North Island</u>						
Northland	150	4.7	22.0	6.0	3.3	64.0
Central Auckland	29	0.0	27.6	0.0	10.3	62.1
South Auckland/ Bay of Plenty	374	1.9	19.0	3.2	3.2	72.7
East Coast	40	0.0	30.0	2.5	0.0	67.5
Hawkes Bay	99	2.0	24.2	2.0	2.0	69.7
Taranaki	116	5.2	28.4	3.4	0.0	62.9
Wellington	187	3.2	24.1	1.1	2.1	69.5
<u>South Island</u>						
Marlborough	35	0.0	22.9	0.0	2.9	74.3
Nelson	31	3.2	16.1	6.5	3.2	71.0
Westland	29	10.3	17.2	3.4	0.0	69.0
Canterbury	232	4.7	27.2	2.2	3.0	62.9
Otago	140	2.9	23.6	5.0	4.3	64.3
Southland	151	3.3	31.8	2.6	2.6	59.6
	<u>1613</u>					
National Average		3.2	24.1	3.0	2.8	66.9

TABLE 16(D)1b

Areas of AGRICULTURAL ECONOMIC RESEARCH Which, in Respondents' Opinions  
and Given Current Financial Constraints, Merit the MOST URGENT RESEARCH ATTENTION —  
By Farm Area

	No. of Valid Observations	Production %	Processing %	Transport — Internal %	Transport — Overseas %	Marketing %
SIZE OF FARM (HECTARES)						
100 or Less	557	4.1	20.3	3.6	3.8	68.2
101 to 300	602	2.3	28.5	3.7	2.7	62.9
Over 300	437	3.4	22.9	1.4	1.8	70.5
	<u>1595</u>					
National Average		3.3	24.1	3.0	2.8	66.8

TABLE 16(D)1c

Areas of AGRICULTURAL ECONOMIC RESEARCH Which, in Respondents' Opinions  
and Given Current Financial Constraints, Merit the MOST URGENT RESEARCH ATTENTION —  
By Type of Farm

	No. of Valid Observations	Production %	Processing %	Transport — Internal %	Transport — Overseas %	Marketing %
Dairy	427	3.7	19.4	5.2	2.6	69.1
Sheep/Beef	974	2.7	27.2	1.8	2.5	65.8
Cropping	44	4.5	13.6	11.4	0.0	70.5
Other	162	4.9	21.0	2.5	5.6	66.0
	<u>1607</u>					
National Average		3.2	24.1	3.0	2.7	66.8

TABLE 16(D)1d

Areas of AGRICULTURAL ECONOMIC RESEARCH Which, In Respondents' Opinions  
and Given Current Financial Constraints, Merit the MOST URGENT RESEARCH ATTENTION —  
By Age of Farmer

	No. of Valid Observations	Production %	Processing %	Transport — Internal %	Transport — Overseas %	Marketing %
35 Years and Under	404	3.7	20.0	1.5	1.5	73.3
36 to 50 Years	696	2.6	25.7	3.2	3.3	65.2
51 to 60 Years	343	2.9	24.5	3.5	2.0	67.1
Over 60 Years	150	4.0	26.7	6.0	5.3	58.0
	<u>1593</u>					
National Average		3.1	24.1	3.1	2.8	67.0

TABLE 16(E)1a

Having Observed and Experienced Central and Local Government in New Zealand,  
 Respondents Rate the EFFECTIVENESS of Their Own LOCAL COUNTY COUNCILS —  
 By Provincial Land District and Overall

	No. of Valid Observations	Very Effective %	Effective %	So-So %	Ineffective %	Very Ineffective %
<u>North Island</u>						
Northland	158	1.9	28.5	46.2	17.1	6.3
Central Auckland	31	3.2	25.8	51.6	12.9	6.5
South Auckland/ Bay of Plenty	392	5.1	35.2	44.9	9.2	5.6
East Coast	40	2.5	30.0	52.5	7.5	7.5
Hawkes Bay	99	8.1	51.5	25.3	9.1	6.1
Taranaki	118	7.6	46.6	39.0	4.2	2.5
Wellington	193	8.8	47.7	36.3	4.2	2.6
<u>South Island</u>						
Marlborough	35	8.6	31.4	42.9	5.7	11.4
Nelson	31	6.5	54.8	32.3	6.5	0.0
Westland	29	24.1	17.2	27.6	17.2	13.8
Canterbury	236	8.5	45.8	35.6	8.5	1.7
Otago	142	5.6	32.4	44.4	12.7	4.9
Southland	155	5.2	43.9	39.4	7.1	4.5
	<u>1659</u>					
National Average		6.4	39.5	40.3	9.1	4.6

TABLE 16(E)1b

Having Observed and Experienced Central and Local Government in New Zealand,  
 Respondents Rate the EFFECTIVENESS of Their Own LOCAL COUNTY COUNCIL —  
 By Age of Farmer

	No. of Valid Observations	Very Effective %	Effective %	So-So %	Ineffective %	Very Ineffective %
35 Years and Under	420	3.3	31.9	46.4	12.9	5.5
36 to 50 Years	708	5.4	38.8	42.2	8.8	4.8
51 to 60 Years	355	9.0	46.2	33.8	7.0	3.9
Over 60 Years	155	11.0	49.7	31.6	5.8	1.9
	<u>1638</u>					
National Average		6.2	39.7	40.5	9.2	4.5

TABLE 16(F)1a

Respondents' Opinions Regarding the ACCURACY of  
the SHORT-TERM WEATHER FORECASTS for Their Own Areas  
During the Past Twelve Months —  
By Provincial Land District and Overall

	No. of Valid Observations	Generally Accurate %	Sometimes Accurate %	Rarely Accurate %
<u>North Island</u>				
Northland	158	31.0	48.7	20.3
Central Auckland	30	40.0	46.7	13.3
South Auckland/Bay of Plenty	397	29.0	57.4	13.6
East Coast	40	40.0	52.5	7.5
Hawkes Bay	99	40.4	46.5	13.1
Taranaki	122	30.3	54.1	15.6
Wellington	195	32.8	50.3	16.9
<u>South Island</u>				
Marlborough	35	40.0	48.6	11.4
Nelson	30	46.7	43.3	10.0
Westland	29	34.5	31.0	34.5
Canterbury	238	25.6	60.1	14.3
Otago	142	33.1	50.7	16.2
Southland	155	28.4	49.0	22.6
	<u>1670</u>			
National Average		31.3	52.7	16.0



TABLE 16(G)1a

The Extent to Which LAW AND ORDER is of CONCERN to Respondents  
in Their Own Areas — By Provincial Land District and Overall

	No. of valid observations	None %	Average %	Considerable %
<u>North Island</u>				
Northland	160	8.8	50.0	41.3
Central Auckland	31	22.6	35.5	41.9
South Auckland/ Bay of Plenty	398	14.1	48.7	37.2
East Coast	40	15.0	45.0	40.0
Hawkes Bay	98	12.2	52.0	35.7
Taranaki	120	14.2	45.8	40.0
Wellington	195	14.4	50.8	34.9
<u>South Island</u>				
Marlborough	35	8.6	48.6	42.9
Nelson	30	13.3	60.0	26.7
Westland	29	20.7	58.6	20.7
Canterbury	238	13.9	60.9	25.2
Otago	142	23.9	50.7	25.4
Southland	155	16.8	52.3	31.0
	1671			
National Average		14.7	51.3	33.9

TABLE 16(G)1b

The Extent to Which LAW AND ORDER is of CONCERN to Respondents  
in Their Own Areas — By Farm Area

	No. of valid observations	None %	Average %	Considerable %
100 ha or less	594	11.1	50.5	38.4
101 ha-300 ha	613	17.1	53.0	29.9
over 300 ha	444	16.9	50.2	32.9
	1651			
National Average		14.9	51.4	33.7

TABLE 16(G)1c

The Extent to Which LAW AND ORDER is of CONCERN to Respondents  
in their Own Areas — By Type of Farm

	No. of valid observations	None %	Average %	Considerable %
Dairy	459	11.5	48.1	40.3
Sheep/Beef	993	17.2	51.3	31.5
Cropping	46	2.2	60.9	37.0
Other	167	12.0	57.5	30.5
	1665			
National Average		14.7	51.3	34.0

TABLE 16(G)1d

The Extent to Which LAW AND ORDER is of CONCERN to Respondents  
in Their Own Areas — By Age of Farmer

	No. of valid observations	None %	Average %	Considerable %
35 years and under	421	17.8	58.0	24.2
36-50 years	714	15.1	50.6	34.3
51-60 years	360	12.8	49.7	37.5
over 60 years	155	9.7	42.6	47.7
	1650			
National Average		14.8	51.5	33.7

TABLE 16(H)1a

Average Weekly and Monthly Number of Books Read by Respondents —  
By Provincial Land District and Overall

	No. of valid observations	Weekly %	Monthly %
<u>North Island</u>			
Northland	154	0.5	2.2
Central Auckland	31	0.5	2.1
South Auckland/ Bay of Plenty	378	0.5	2.2
East Coast	40	0.6	2.1
Hawkes Bay	95	0.4	2.0
Taranaki	112	0.5	2.1
Wellington	185	0.4	1.7
<u>South Island</u>			
Marlborough	34	0.5	1.7
Nelson	30	0.5	1.9
Westland	28	0.5	2.0
Canterbury	223	0.4	1.5
Otago	141	0.4	1.6
Southland	148	0.5	1.7
	1599		
National Average		0.5	1.9

TABLE 16(I)1a

Frequency With Which Respondents Obtain BOOKS from LIBRARIES --  
By Provincial Land District and Overall

	No. of Valid Observations	Never %	Occasionally %	Frequently %	Always %
<u>North Island</u>					
Northland	145	44.8	37.9	13.1	4.1
Central Auckland	29	37.9	48.3	6.9	6.9
South Auckland/ Bay of Plenty	362	50.3	30.4	13.3	6.1
East Coast	35	37.1	48.6	8.6	5.7
Hawkes Bay	88	56.8	23.9	17.0	2.3
Taranaki	108	56.5	25.0	13.0	5.6
Wellington	176	55.7	33.0	9.1	2.3
<u>South Island</u>					
Marlborough	33	24.2	63.6	6.1	6.1
Nelson	31	48.4	25.8	22.6	3.2
Westland	20	40.0	30.0	20.0	10.0
Canterbury	212	53.8	27.8	14.6	3.8
Otago	130	56.9	29.2	7.7	6.2
Southland	139	64.7	22.3	10.1	2.9
	<u>1508</u>				
National Average		52.3	30.8	12.3	4.6

TABLE 16(I)2a

Frequency With Which Respondents Obtain BOOKS  
From LOCAL BOOKSELLERS —  
By Provincial Land District and Overall

	No. of Valid Observations	Never %	Occasionally %	Frequently %	Always %
<u>North Island</u>					
Northland	148	29.7	54.7	14.2	1.4
Central Auckland	28	32.1	60.7	7.1	0.0
South Auckland/ Bay of Plenty	359	23.4	58.2	15.3	3.1
East Coast	36	41.7	44.4	11.1	2.8
Hawkes Bay	89	16.9	55.1	20.2	7.9
Taranaki	105	34.3	49.5	10.5	5.7
Wellington	174	19.5	59.2	16.1	5.2
<u>South Island</u>					
Marlborough	31	19.4	58.1	22.6	0.0
Nelson	30	53.3	43.3	3.3	0.0
Westland	22	22.7	72.7	4.5	0.0
Canterbury	202	38.6	48.0	11.9	1.5
Otago	126	30.2	55.6	11.9	2.4
Southland	138	32.6	47.1	15.2	5.1
	<u>1488</u>				
National Average		28.6	54.2	14.0	3.3

TABLE 16(I)3a

Frequency With Which Respondents Obtain BOOKS  
 From CITY BOOKSELLERS  
 By Provincial Land District and Overall

	No. of Valid Observations	Never %	Occasionally %	Frequently %	Always %
<u>North Island</u>					
Northland	135	45.9	45.2	8.1	0.7
Central Auckland	27	44.4	44.4	11.1	0.0
South Auckland/ Bay of Plenty	333	53.5	40.2	6.0	0.3
East Coast	34	29.4	55.9	8.8	5.9
Hawkes Bay	79	43.0	48.1	6.3	2.5
Taranaki	101	56.4	38.6	4.0	1.0
Wellington	169	42.0	46.7	10.1	1.2
<u>South Island</u>					
Marlborough	28	50.0	42.9	7.1	0.0
Nelson	30	46.7	43.3	6.7	3.3
Westland	19	57.9	26.3	10.5	5.3
Canterbury	210	35.7	51.9	11.4	1.0
Otago	124	39.5	53.2	6.5	0.8
Southland	137	38.7	46.7	11.7	2.9
	<u>1426</u>				
National Average		44.9	45.7	8.2	1.3

TABLE 16(I)4a

Frequency With Which Respondents Obtain BOOKS  
 From MAIL ORDER BOOK CLUBS —  
 By Provincial Land District and Overall

	No. of Valid Observations	Never %	Occasionally %	Frequently %	Always %
<u>North Island</u>					
Northland	143	58.0	28.0	12.6	1.4
Central Auckland	28	67.9	25.0	7.1	0.0
South Auckland/ Bay of Plenty	341	69.2	20.2	9.7	0.9
East Coast	33	57.6	24.2	15.2	3.0
Hawkes Bay	81	74.1	16.0	9.9	0.0
Taranaki	98	65.3	26.5	7.1	1.0
Wellington	169	75.1	16.0	8.3	0.6
<u>South Island</u>					
Marlborough	30	43.3	40.0	16.7	0.0
Nelson	30	70.0	23.3	6.7	0.0
Westland	19	63.2	26.3	10.5	0.0
Canterbury	194	73.2	19.1	7.2	0.5
Otago	119	69.7	16.8	10.1	3.4
Southland	138	71.0	17.4	10.9	0.7
	<u>1423</u>				
National Average		68.7	20.7	9.6	1.0

TABLE 16(I)5a

Frequency With Which Respondents Obtain BOOKS  
As GIFTS —  
By Provincial Land District and Overall

	No. of Valid Observations	Never %	Occasionally %	Frequently %	Always %
<u>North Island</u>					
Northland	136	25.7	66.2	7.4	0.7
Central Auckland	29	20.7	72.4	6.9	0.0
South Auckland/ Bay of Plenty	351	24.2	66.1	9.1	0.6
East Coast	35	22.9	65.7	11.4	0.0
Hawkes Bay	83	21.7	61.4	14.5	2.4
Taranaki	102	36.3	56.9	4.9	2.0
Wellington	168	22.0	64.3	10.1	3.6
<u>South Island</u>					
Marlborough	30	10.0	83.3	6.7	0.0
Nelson	30	20.0	73.3	6.7	0.0
Westland	18	22.2	77.8	0.0	0.0
Canterbury	205	28.8	60.0	10.2	1.0
Otago	123	27.6	61.0	9.8	1.6
Southland	136	27.9	61.0	8.8	2.2
	<u>1446</u>				
National Average		25.6	64.0	9.1	1.4



TABLE 16(I)6a

Frequency With Which Respondents Obtain BOOKS  
From OTHER SOURCES —  
By Provincial Land District and Overall

	No. of Valid Observations	Never %	Occasionally %	Frequently %	Always %
<u>North Island</u>					
Northland	126	86.5	6.3	7.1	0.0
Central Auckland	20	95.0	0.0	5.0	0.0
South Auckland/ Bay of Plenty	253	88.9	6.7	4.3	0.0
East Coast	25	76.0	20.0	4.0	0.0
Hawkes Bay	55	90.9	3.6	3.6	1.8
Taranaki	76	84.2	5.3	5.3	5.3
Wellington	120	89.2	3.3	6.7	0.8
<u>South Island</u>					
Marlborough	23	73.9	8.7	17.4	0.0
Nelson	23	91.3	4.3	4.3	0.0
Westland	15	73.3	20.0	6.7	0.0
Canterbury	136	83.8	6.6	9.6	0.0
Otago	84	91.7	3.6	3.6	1.2
Southland	93	87.1	6.5	5.4	1.1
	<u>1049</u>				
National Average		87.1	6.1	6.0	0.8

TABLE 16(J)1a

Respondents' Rating of TELEVISION RECEPTION  
In Their Own Areas —  
By Provincial Land District and Overall

	No. of Valid Observations	Poor %	Average %	Good %
<u>North Island</u>				
Northland	158	17.1	32.3	50.6
Central Auckland	31	0.0	22.6	77.4
South Auckland/ Bay of Plenty	401	7.0	26.9	66.1
East Coast	39	33.3	38.5	28.2
Hawkes Bay	99	6.1	31.3	62.6
Taranaki	123	9.8	30.1	60.2
Wellington	196	6.6	23.0	70.4
<u>South Island</u>				
Marlborough	35	20.0	40.0	40.0
Nelson	31	35.5	32.3	32.3
Westland	29	34.5	31.0	34.5
Canterbury	238	11.8	29.0	59.2
Otago	144	11.1	28.5	60.4
Southland	153	3.9	13.1	83.0
	<u>1677</u>			
National Average		10.6	27.3	62.2

TABLE 16(J) 1b

Respondents' Rating of RADIO RECEPTION  
In Their Own Areas —  
By Provincial Land District and Overall

	No. of Valid Observations	Poor %	Average %	Good %
<u>North Island</u>				
Northland	152	7.2	30.3	62.5
Central Auckland	29	6.9	20.7	72.4
South Auckland/ Bay of Plenty	395	5.1	21.8	73.2
East Coast	39	28.2	41.0	30.8
Hawkes Bay	98	7.1	24.5	68.4
Taranaki	120	4.2	29.2	66.7
Wellington	193	9.3	17.6	73.1
<u>South Island</u>				
Marlborough	33	30.3	36.4	33.3
Nelson	31	22.6	41.9	35.5
Westland	28	21.4	32.1	46.4
Canterbury	236	8.5	24.6	66.9
Otago	142	7.7	26.1	66.2
Southland	155	5.8	18.1	76.1
	<u>1651</u>			
National Average		8.3	24.5	67.2

TABLE 16(K)

Respondents' Replies To The Request That They Specify One SOCIAL PROBLEM  
In Their Own Localities —  
By Provincial Land District and Overall

	1	2	3	4	5	6	7	8	9	10	11	12	13	Overall
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unemployment	39.5	47.6	34.3	25.9	29.9	31.5	29.8	32.0	34.6	30.0	35.6	26.5	16.3	31.8
Communication Difficulties	7.0	0.0	5.6	11.1	1.5	4.1	7.6	8.0	15.4	5.0	4.3	3.1	3.8	5.4
Lack of Community/ Recreation Facilities	9.3	0.0	5.6	7.4	4.5	6.8	5.3	8.0	3.8	10.0	7.4	13.3	9.6	7.3
Low Population/Isolation	5.4	0.0	4.2	7.4	16.4	6.8	10.7	8.0	0.0	15.0	8.6	8.2	9.6	7.5
Inadequate Education	1.6	4.8	2.8	7.4	11.9	5.5	3.8	4.0	0.0	10.0	4.3	3.1	2.9	3.9
Vandalism	1.6	4.8	2.1	0.0	0.0	6.8	1.5	0.0	0.0	0.0	3.1	1.0	3.8	2.2
Apathy	2.3	4.8	5.9	0.0	4.5	2.7	2.3	4.0	3.8	0.0	4.9	4.1	5.8	4.2
Anti-Social Conduct	5.4	9.5	4.5	3.7	4.5	2.7	4.6	0.0	0.0	0.0	5.5	2.0	2.9	4.1
Alcohol Abuse	14.0	4.8	11.2	11.1	1.5	8.2	6.9	12.0	19.2	10.0	7.4	21.4	25.0	11.9
Poor Community Spirit	1.6	4.8	3.8	7.4	7.5	2.7	6.9	4.0	0.0	0.0	5.5	8.2	8.7	5.0
Dishonesty	2.3	0.0	4.2	0.0	7.5	8.2	8.4	4.0	0.0	0.0	1.2	0.0	1.9	3.6
Marital Problems	1.6	9.5	2.8	3.7	0.0	4.1	2.3	0.0	7.7	0.0	1.2	0.0	4.8	2.2
Snobbery	1.6	0.0	4.5	11.1	6.0	1.4	5.3	8.0	0.0	10.0	6.7	5.1	2.9	4.7
Race Relations	3.1	0.0	3.8	3.7	1.5	0.0	0.8	0.0	3.8	0.0	0.6	0.0	0.0	1.6
Stress	0.0	4.8	1.7	0.0	1.5	5.5	0.0	0.0	11.5	5.0	2.5	2.0	0.0	1.6
Alternative Life Style	1.6	0.0	1.0	0.0	0.0	0.0	1.5	4.0	0.0	5.0	0.0	0.0	0.0	1.0
Others	2.3	4.8	1.7	0.0	1.5	2.7	2.3	4.0	0.0	0.0	1.2	2.0	1.9	1.9
No. of Valid Observations	129	21	286	27	67	73	131	25	26	20	163	98	104	1170

Note: See Table 1A for Key to Provincial Land Districts.

TABLE 16(L)1a

247.

Degree of STRESS Respondents Consider That They  
And Their Families Suffer As A Result of  
Their Farming Activities —  
By Provincial Land District and Overall

	No. of Valid Observations	None %	Slightly %	Average %	Considerable %
<u>North Island</u>					
Northland	159	23.9	32.1	29.6	14.5
Central Auckland	31	29.0	29.0	29.0	12.9
South Auckland/ Bay of Plenty	296	27.3	26.0	33.6	13.1
East Coast	40	15.0	25.0	57.5	2.5
Hawkes Bay	98	28.6	30.6	30.6	10.2
Taranaki	121	25.6	31.4	30.6	12.4
Wellington	191	28.3	35.6	29.8	6.3
<u>South Island</u>					
Marlborough	35	2.9	28.6	51.4	17.1
Nelson	31	35.5	25.8	35.5	3.2
Westland	29	20.7	13.8	44.8	20.7
Canterbury	237	19.0	25.7	41.4	13.9
Otago	142	18.3	33.8	33.1	14.8
Southland	155	17.4	24.5	40.6	17.4
	<u>1665</u>				
National Average		23.4	28.7	35.2	12.7

TABLE 16(L)1b

Degree of STRESS Respondents Consider That They  
And Their Families Suffer As A Result of  
Their Farming Activities —  
By Type of Farm

	No. of Valid Observations	None %	Slightly %	Average %	Considerable %
Dairy	457	23.4	27.8	35.2	13.6
Sheep/Beef	989	23.7	29.5	34.4	12.4
Cropping	46	17.4	26.1	45.7	10.9
Other	167	24.0	26.9	37.7	11.4
	<u>1659</u>				
National Average		23.4	28.7	35.3	12.6

TABLE 16(L)1c

Degree of STRESS Respondents Consider That They  
And Their Families Suffer As A Result Of  
Their Farming Activities —  
By Farm Area

	No. of Valid Observations	None %	Slightly %	Average %	Considerable %
<hr/>					
SIZE OF FARM (HECTARES)					
100 or Less	593	28.7	27.8	32.5	11.0
101 to 300	611	21.4	29.1	36.0	13.4
Over 300	411	19.5	29.3	37.2	14.1
	<hr/> 1645				
National Average		23.5	28.7	35.1	12.7
<hr/>					

TABLE 16(L)1d

Degree of stress Respondents Consider That They  
And Their Families Suffer As A Result Of  
Their Farming Activities —  
By Age of Farmer

	No. of Valid Observations	None %	Slightly %	Average %	Considerable %
<hr/>					
35 Years and Under	421	14.7	32.8	39.9	12.6
36 to 50 Years	710	20.0	27.9	37.3	14.8
51 to 60 Years	359	31.5	25.3	33.1	10.0
Over 60 Years	153	43.1	29.4	19.0	8.5
	<hr/> 1643				
National Average		23.3	28.7	35.4	12.6
<hr/>					

TABLE 16(M)1a

Whether Respondents Would or Would Not Consider  
 DRENCHING STOCK WITH VITAMINS under ADVERSE  
 WEATHER CONDITIONS (e.g. Drought) to  
 Achieve Improved Performance —  
 By Provincial Land District and Overall

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	157	33.1	66.9
Central Auckland	29	13.8	86.2
South Auckland/ Bay of Plenty	393	32.6	67.4
East Coast	39	38.5	61.5
Hawkes Bay	99	40.4	59.6
Taranaki	119	40.3	59.7
Wellington	191	37.2	62.8
<u>South Island</u>			
Marlborough	35	31.4	68.6
Nelson	31	32.3	67.7
Westland	29	48.3	51.7
Canterbury	236	39.0	61.0
Otago	139	43.9	56.1
Southland	151	66.9	33.1
	1648		
National Average		39.3	60.7

TABLE 16(N)1a

Respondents' Opinions of Whether Employee Membership  
Of TRADE UNIONS In New Zealand Should Continue To Be  
COMPULSORY Or Should Become VOLUNTARY —  
By Provincial Land District and Overall

	No. of Valid Observations	Continue to be Compulsory %	Be Voluntary %	No Opinion %
<u>North Island</u>				
Northland	160	11.9	78.1	10.0
Central Auckland	30	13.3	80.0	6.7
South Auckland/Bay Of Plenty	396	14.9	79.8	5.3
East Coast	40	17.5	75.0	7.5
Hawkes Bay	99	22.2	72.7	5.1
Taranaki	123	19.5	69.1	11.4
Wellington	196	18.4	73.0	8.7
<u>South Island</u>				
Marlborough	35	20.0	77.1	2.9
Nelson	30	30.0	66.7	3.3
Westland	29	17.2	69.0	13.8
Canterbury	237	18.6	72.2	9.3
Otago	144	15.3	77.1	7.6
Southland	156	18.6	69.9	11.5
	<u>1675</u>			
National Average		17.1	74.8	8.1



TABLE 16(N)1b

Respondents' Opinions of Whether Employee Membership  
Of TRADE UNIONS In New Zealand Should Continue To Be  
COMPULSORY Or Should Become VOLUNTARY —  
By Type of Farm

	No. of Valid Observations	Continue to be Compulsory %	Be Voluntary %	No Opinion %
Dairy	459	14.4	76.5	9.2
Sheep/Beef	997	19.3	72.8	7.9
Cropping	46	13.0	84.8	2.2
Other	167	12.0	80.2	7.8
	<u>1669</u>			
National Average		17.0	74.9	8.1

TABLE 16(N)1c

Respondents' Opinions of Whether Employee Membership  
Of TRADE UNIONS In New Zealand Should Continue To Be  
COMPULSORY Or Should Become VOLUNTARY —  
By Age of Farmer

	No. of Valid Observations	Continue to be Compulsory %	Be Voluntary %	No Opinion %
35 Years and Under	424	17.9	74.5	7.5
36 to 50 Years	712	14.9	77.2	7.9
51 to 60 Years	359	20.3	71.6	8.1
Over 60 Years	159	18.2	73.6	8.2
	<u>1654</u>			
National Average		17.2	75.0	7.9

TABLE 16(O)1a

Respondents' Opinions Of Whether Farmers' Payment of Levies  
To The STATUTARY PRODUCER BOARDS AND FEDERATED FARMERS Should  
Continue To Be COMPULSORY Or Should Become VOLUNTARY —  
By Provincial Land District and Overall

	No. of Valid Observations	Continue to be Compulsory %	Be Voluntary %	No Opinion %
<u>North Island</u>				
Northland	159	52.2	34.6	13.2
Central Auckland	28	78.6	17.9	3.6
South Auckland/Bay Of Plenty	393	59.3	35.1	5.6
East Coast	40	65.0	27.5	7.5
Hawkes Bay	99	71.7	25.3	3.0
Taranaki	123	51.2	39.8	8.9
Wellington	196	74.5	20.4	5.1
<u>South Island</u>				
Marlborough	35	62.9	37.1	0.0
Nelson	30	80.0	16.7	3.3
Westland	29	82.8	17.2	0.0
Canterbury	234	71.4	25.2	3.4
Otago	141	66.0	29.1	5.0
Southland	153	54.9	41.2	3.9
	<u>1660</u>			
National Average		63.7	30.7	5.6

TABLE 16(O)1b

253.

Respondents' Opinions Of Whether Farmers' Payments Of  
Levies To The STATUTARY PRODUCER BOARDS And FEDERATED FARMERS  
Should Continue To Be COMPULSORY Or Should Become VOLUNTARY —  
By Farm Area

	No. of Valid Observations	Continue to be Compulsory %	Be Voluntary %	No Opinion %
SIZE OF FARM (HECTARES)				
100 or Less	589	57.7	35.0	7.3
101 to 300	610	64.8	30.0	5.2
Over 300	441	70.7	25.2	4.1
	<u>1640</u>			
National Average		63.8	30.5	5.7

TABLE 16(O)1c

Respondents' Opinions of Whether Farmers' Payment of Levies  
To The STATUTARY PRODUCER BOARDS And FEDERATED FARMERS Should  
Continue To Be COMPULSORY Or Should Become VOLUNTARY —  
By Type of Farm

	No. of Valid Observations	Continue to be Compulsory %	Be Voluntary %	No Opinion %
Dairy	457	55.8	37.4	6.8
Sheep/Beef	985	68.3	26.6	5.1
Cropping	46	65.2	23.9	10.9
Other	166	59.0	38.0	3.0
	<u>1654</u>			
National Average		63.8	30.7	5.5

TABLE 16(O)1d

Respondents' Opinions Of Whether Farmers' Payment of Levies  
To The STATUTORY PRODUCER BOARDS And FEDERATED FARMERS Should  
Continue To Be COMPULSORY Or Should Become VOLUNTARY —  
By Age of Farmer

	No. of Valid Observations	Continue to be Compulsory %	Be Voluntary %	No Opinion %
35 Years and Under	421	66.5	27.3	6.2
36 to 50 Years	715	62.5	33.3	4.2
51 to 60 Years	357	65.5	27.2	7.3
Over 60 Years	159	57.9	36.5	5.7
	<u>1652</u>			
National Average		63.7	30.8	5.5

TABLE 17(A) 1a

Age of Respondent —  
By Provincial Land District

	No. of valid observations	Average Age (Years)
<u>North Island</u>		
Northland	159	44.6
Central Auckland	30	48.0
South Auckland/ Bay of Plenty	395	44.3
East Coast	40	44.7
Hawkes Bay	97	45.2
Taranaki	123	46.6
Wellington	196	45.7
<u>South Island</u>		
Marlborough	35	41.9
Nelson	31	51.5
Westland	28	44.6
Canterbury	237	44.5
Otago	142	42.7
Southland	153	42.4
	1666	
National Average		44.6

TABLE 17(A) 1b

Age of Respondent —  
By Farm Type

	No. of valid observations	Average Age (Years)
Dairy	459	44.4
Sheep/Beef	988	44.9
Cropping	46	41.7
Other	167	44.0
	1660	
National Average		44.6

TABLE 17(B)1a

Sex of Respondents -  
By Provincial Land District

	No. of valid observations	Male %	Female %
<u>North Island</u>			
Northland	159	90.6	9.4
Central Auckland	30	100.0	0.0
South Auckland/ Bay of Plenty	395	92.7	7.3
East Coast	40	97.5	2.5
Hawkes Bay	97	97.9	2.1
Taranaki	123	95.1	4.9
Wellington	196	96.9	3.1
<u>South Island</u>			
Marlborough	35	94.3	5.7
Nelson	31	93.5	6.5
Westland	29	100.0	0.0
Canterbury	238	96.6	3.4
Otago	142	97.9	2.1
Southland	153	96.7	3.3
	1668		
National Average		95.3	4.7

TABLE 17(B)1b

Sex of Respondents -  
By Farm Type

	No. of valid observations	Male %	Female %
Dairy	459	92.2	7.8
Sheep/Beef	990	96.6	3.4
Cropping	46	91.3	8.7
Other	167	97.0	3.0
	1662		
National Average		95.2	4.8

TABLE 17(C)1a

Highest Level Of Education Obtained —  
By Provincial Land District And Overall

	No. of Valid Observations	Primary/ Intermediate %	Secondary School %	School Certificate %	Sixth Form Certificate %	University Entrance %	Seventh Form %
<u>North Island</u>							
Northland	160	11.3	37.5	25.6	7.5	6.9	11.3
Central Auckland	30	16.7	33.3	6.7	10.0	20.0	13.3
South Auckland/ Bay Of Plenty	393	7.9	43.3	21.9	6.4	10.4	10.2
East Coast	40	10.0	30.0	32.5	12.5	7.5	7.5
Hawkes Bay	99	4.0	33.3	20.2	16.2	17.2	9.1
Taranaki	123	9.8	60.2	13.0	5.7	8.1	3.3
Wellington	195	4.1	43.6	19.0	10.8	13.8	8.7
<u>South Island</u>							
Marlborough	35	2.9	42.9	22.9	14.3	17.1	0.0
Nelson	31	16.1	45.2	16.1	12.9	9.7	0.0
Westland	29	6.9	51.7	17.2	13.8	6.9	3.4
Canterbury	237	4.6	40.1	20.3	8.0	19.4	7.6
Otago	141	9.2	46.1	17.7	12.8	7.1	7.1
Southland	154	10.4	50.6	22.1	3.9	9.1	3.9
	<u>1667</u>						
National Average		7.8	43.6	20.4	8.7	11.8	7.8

TABLE 17(C) 1b

Highest Level of EDUCATION OBTAINED  
By Type of Farm

	No. of Valid Observations	Primary/ Intermediate %	Secondary School %	School Certificate %	Sixth Form Certificate %	University Entrance %	Seventh Form %
Dairy	457	10.9	46.8	18.6	7.0	9.8	6.8
Sheep/Beef	992	7.1	42.4	21.6	9.1	12.2	7.7
Cropping	46	2.2	39.1	17.4	8.7	17.4	15.2
Other	166	4.8	43.4	19.9	11.4	12.7	7.8
	<u>1661</u>						
National Average		7.8	43.6	20.5	8.7	11.7	7.6



TABLE 17(D)1a  
Attendance at Lincoln or Massey —  
By Provincial Land District

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	151	17.2	82.8
Central Auckland	27	14.8	85.2
South Auckland/ Bay of Plenty	373	18.0	82.0
East Coast	39	33.3	66.7
Hawkes Bay	97	29.9	70.1
Taranaki	116	18.1	81.9
Wellington	185	27.0	73.0
<u>South Island</u>			
Marlborough	31	29.0	71.0
Nelson	29	20.7	79.3
Westland	27	22.2	77.8
Canterbury	226	30.1	69.9
Otago	135	28.9	71.1
Southland	142	16.9	83.1
	1578		
National Average		22.9	77.1

TABLE 17(D)1b  
Attendance at Lincoln or Massey —  
By Farm Type

	No. of valid observations	Yes %	No %
Dairy	433	15.7	84.3
Sheep/Beef	942	25.5	74.5
Cropping	45	44.4	55.6
Other	152	21.7	78.3
	1572		
National Average		23.0	77.0

TABLE 17(D)2a

Attendance at Technical Correspondence Courses --  
By Provincial Land District

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	151	10.6	89.4
Central Auckland	27	11.1	88.9
South Auckland/ Bay of Plenty	370	10.0	90.0
East Coast	38	18.4	81.6
Hawkes Bay	96	14.6	85.4
Taranaki	116	3.4	96.6
Wellington	185	12.4	87.6
<u>South Island</u>			
Marlborough	31	12.9	87.1
Nelson	29	3.4	96.6
Westland	27	14.8	85.2
Canterbury	226	12.4	87.6
Otago	135	12.6	87.4
Southland	142	3.5	96.5
	1573		
National Average		10.4	89.6

TABLE 17(D)2b

Attendance at Technical Courses --  
By Farm Type

	No. of valid observations	Yes %	No %
Dairy	432	9.0	91.0
Sheep/Beef	939	10.1	89.9
Cropping	45	15.6	84.4
Other	152	14.5	85.5
	1568		
National Average		10.4	89.6

TABLE 17(D)3a

Attendance at Trades Certificate Courses —  
By Provincial Land District

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	151	7.9	92.1
Central Auckland	27	3.7	96.3
South Auckland/ Bay of Plenty	370	7.6	92.4
East Coast	38	0.0	100.0
Hawkes Bay	96	5.2	94.8
Taranaki	116	2.6	97.4
Wellington	183	2.7	97.3
<u>South Island</u>			
Marlborough	31	0.0	100.0
Nelson	29	0.0	100.0
Westland	27	3.7	96.3
Canterbury	227	4.4	95.6
Otago	135	3.7	96.3
Southland	141	2.1	97.9
	1571		
National Average		4.6	95.4

TABLE 17(D)3b

Attendance at Trades Certificate Courses —  
By Farm Type

	No. of valid observations	Yes %	No %
Dairy	431	6.3	93.7
Sheep/Beef	938	3.8	96.2
Cropping	45	2.2	97.8
Other	152	5.9	94.1
	1566		
National Average		4.7	95.3

TABLE 17(D)4a

Attendance at Flock House or Telford —  
By Provincial Land District

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	151	6.0	94.0
Central Auckland	27	11.1	88.9
South Auckland/ Bay of Plenty	371	5.4	94.6
East Coast	38	10.5	89.5
Hawkes Bay	97	7.2	92.8
Taranaki	116	5.2	94.8
Wellington	184	12.5	87.5
<u>South Island</u>			
Marlborough	31	0.0	100.0
Nelson	29	6.9	93.1
Westland	27	7.4	92.6
Canterbury	226	6.6	93.4
Otago	135	17.8	82.2
Southland	142	7.7	92.3
	1574		
National Average		8.0	92.0

TABLE 17(D)4b

Attendance at Flock House or Telford —  
By Farm Type

	No. of valid observations	Yes %	No %
Dairy	432	6.0	94.0
Sheep/Beef	940	8.8	91.2
Cropping	45	15.6	84.4
Other	152	5.3	94.7
	1569		
National Average		7.9	92.1

TABLE 17(D)5a

Attendance at Any Other Tertiary Institutions —  
By Provincial Land District

	No. of valid observations	Yes %	No %
<u>North Island</u>			
Northland	151	10.6	89.4
Central Auckland	27	14.8	85.2
South Auckland/ Bay of Plenty	372	10.8	89.2
East Coast	38	5.3	94.7
Hawkes Bay	96	8.3	91.7
Taranaki	115	6.1	93.9
Wellington	183	6.2	91.8
<u>South Island</u>			
Marlborough	31	6.5	93.5
Nelson	29	3.4	96.6
Westland	26	11.5	88.5
Canterbury	226	8.8	91.2
Otago	134	4.5	95.5
Southland	142	3.5	96.5
	1570		
National Average		8.2	91.8

TABLE 17(D)5b

Attendance at Any Other Tertiary Institutions —  
By Farm Type

	No. of valid observations	Yes %	No %
Dairy	431	8.8	91.2
Sheep/Beef	936	7.1	92.9
Cropping	45	15.6	84.4
Other	152	11.2	88.8
	1564		
National Average		8.2	92.8



## APPENDIX A





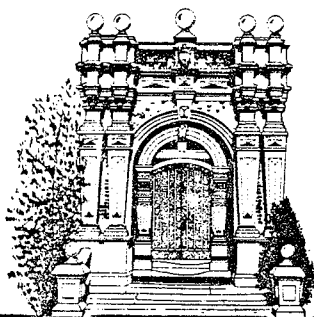


Lincoln College  
New Zealand Farmer

# **Intentions and Opinions Survey**

**1983**





# Lincoln College

Lincoln College  
Canterbury  
New Zealand

UNIVERSITY COLLEGE OF AGRICULTURE

Telephone: Christchurch 252 811

## LINCOLN COLLEGE FARMER INTENTIONS AND OPINIONS SURVEY

September 1983

Dear Farmer,

It is now six years since I commenced surveying farmers throughout New Zealand on their intentions and opinions. When I first began the task I had numerous critics who considered that seeking grass-roots opinion from farmers was an exercise in futility. I disagreed strongly because I could not see how effective agricultural policy could be formulated without data and viewpoint from the people on the land.

Thanks to the tremendous support I have received from farmers, the surveys continue, and increasing emphasis by a wide range of authorities is now being placed on the annual results. This year the subject matter, as you will see, is very diverse. But all questions relate directly or indirectly to your complex and important enterprise. At no time in recent decades has it been more imperative that we be fully informed on farmer opinion if we are to 'climb out' of the current economic situation. Thus for your own sake and that of the nation I am again looking to you for your valued assistance and continuing co-operation.

I have tried to simplify as far as is possible the answering of the questionnaire. You will find the exercise both thought-provoking and stimulating. I again give you my personal assurance that your responses will be strictly confidential to me. Only aggregates will be published.

I ask that you make a prompt attack on the questionnaire by recording your responses to the questions raised. As soon as you have gone through it pop it in the enclosed addressed envelope and post it immediately. Remember, no stamp is needed.

As soon as I have received enough responses I shall announce to the radio and in newspapers some of the overall results. You will be able to compare your own response to those of farmers generally.

Meanwhile thanks for your continued help and co-operation.

Yours sincerely,

J.G. Pryde  
Research Fellow in Agricultural Policy

LINCOLN COLLEGE FARMER INTENTIONS AND OPINIONS SURVEY

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OCTOBER-DECEMBER 1983

Please answer questions by inserting the appropriate NUMBER in the box. In some cases the response required is a few words.

1. PROVINCIAL LAND DISTRICT

Your farm is in the Provincial Land District of:

Northland	(1)	Marlborough	(8)
Central Auckland	(2)	Nelson	(9)
South Auckland - Bay of Plenty	(3)	Westland	(10)
East Coast	(4)	Canterbury	(11)
Hawkes Bay	(5)	Otago	(12)
Taranaki	(6)	Southland	(13)
Wellington	(7)		

2. FARM AREA

In hectares, the area of your farm totals:  
(One hectare = approx. 2.5 acres)

3. TYPE OF FARM

Your farm is mainly:

Dairying	(1)	(Now go to Q.4)
Sheep-Beef	(2)	(Now go to Q.5)
Cropping	(3)	(Now go to Q.6)
Other	(4)	(Now go to Q.6)

## 4. DAIRY FARMERS

- (A) Your total cows in milk at December 1982:
- (B) Your total cows in milk at December 1983 will be:
- (C) Total milkfat production in the 1982/83 season was (in kilograms):
- (D) This 1983/84 season you expect your total milkfat production will be (in kilograms):
- (E) Are you aware of the current campaign aimed at preventing the spread of leptospirosis amongst farmers and their staff?  
Yes (1) No (2)
- (F) Do you normally vaccinate your ADULT BREEDING COWS with '3 in 1' or 'Triple vaccine' prior to calving?  
Yes (1) No (2)
- (G) Do you vaccinate your DAIRY calves with '3 in 1' or Triple vaccine?  
Yes (1) No (2)
- (H) Do you believe that the use of 'heat' (oestrus) techniques assists you with your herd mating management?  
Yes (1) No (2)

NOW GO TO Q.6

## 5. SHEEP AND BEEF FARMERS

- (A) You would describe your farm as MAINLY:
- |                   |     |                              |     |
|-------------------|-----|------------------------------|-----|
| High Country      | (1) | Intensive Fattening          | (4) |
| Hill Country      | (2) | Fattening Breeding           | (5) |
| Hard Hill Country | (3) | Mixed Cropping and Fattening | (6) |
-

## (B) Sheep Numbers

- (i) As at 30 June 1983 how many ewe hoggets did you have?
- (ii) How many ewe hoggets did you put to the ram in the autumn of 1983?
- (iii) Excluding those ewe hoggets, how many breeding ewes did you have at mid-1983?
- (iv) Last year as at 30 June 1982 how many ewe hoggets did you have?
- (v) How many ewe hoggets did you put to the ram in the autumn of 1982?
- (vi) Excluding those ewe hoggets, how many breeding ewes did you have at mid-1982?

## (C) Do you consider 'Autumn Pulpy Kidney' a problem worth vaccinating for?

Yes (1) No (2) 

## (D) Do you normally pre-lamb drench your ewe flock?

Yes (1) No (2) 

## (E) Do you normally drench your ewe flock at lamb docking?

Yes (1) No (2) 

## (F) Which ONE of the following methods do you consider would be the most effective in avoiding drug-resistance in sheep?

- High frequency drenching (1)
- Under-dosing (2)
- Alternation of drench groups on year to year basis (3)
- Other (please specify) \_\_\_\_\_ (4)

## (G) What is your own CURRENT practice?

- High frequency drenching (1)
- Under-dosing (2)
- Alternation of drench groups on year to year basis (3)
- Other (4)

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(H) Do you consider tapeworms to have any effect on:

Yes (1) No (2) Don't Know (3)

Growth rate

Scouring

A tendency to pulpy kidney

A tendency to fly strike


(I) If you do not use a Pour-on-Dip which of the following would be your MAIN reason for not doing so?

Do use Pour-on-Dips (1)

Cost (2)

Ineffective (3)

Fails to meet dip regulation (4)

--

(J) How many times a year would you administer selenium to your sheep flock?

--

(K) Female Beef Breeding Cow/Heifers

(i) As at 30 June 1983 how many female beef breeding cows/heifers did you have?


(ii) How many of these were heifers?

(iii) At 30 June 1982 how many female breeding cows/heifers do you estimate you had?

--

(iv) How many do you estimate were heifers?

--

## 6.. FENCING

What length of new fencing (in metres) do you intend to erect in the 1983-84 season and what did you erect in the 1982-83 season? (1 chain = 20 metres). If None please enter 0.

1982-83

1983-84

New fencing

--

--

## 7. INSURANCE

- (A) In return for appropriate savings in premiums would you prefer to insure your buildings/contents against MAJOR losses only?

Yes (1)      No (2)      Dont Know (3)

☐

- (B) If Yes, what amount of the loss would you be prepared to carry YOURSELF?

Under \$100 (1)    \$100-\$250 (2)    \$251-\$500 (3)  
 \$501-\$750 (4)    \$751-\$1000 (5)    \$1001-\$1500 (6)  
 \$1501-2000 (8)    \$2001-\$3000 (9)    \$3001-\$5000 (10)  
 Over \$5000 (11)

☐

- (C) Choose the TWO most important reasons why you insure with your PRESENT Fire and General Insurance office

Because of a personal relationship (1)  
 Because of a stock firm Connection (2)  
 Because it is cheaper than the others (3)  
 Because you have had a major claim and have loyalty to it (4)  
 Because it is farmer owned and returns profits to the farmer (5)  
 Because it is connected with other farming organisations with whom you deal, e.g. Dairy Companies, Trading Societies, Federated Farmers, and the like (6)  
 Because of the standard of service provided (7)

☐  
☐

- (D) Other than for claims, when did you last have your Fire and General Insurer visit your farm property?

Within the last year (1)  
 Within the last two years (2)  
 Within the last three years (3)  
 Within the last four years (4)  
 Within the last five years (5)  
 Greater than five years ago (6)

☐

- (E) Do you ever check on the amount of premiums you pay by obtaining periodic quotes from another Insurer?

Yes (1)      No (2)

☐

- (F) If you decided to change your insurer which company would you choose?

☐

-----



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- (G) Which ONE of the following reasons would best describe why you would change?

Dissatisfaction with present company (1)  
Requirement of mortgage or finance (2)  
Price (3)  
Better service (4)  
Better policy (5)  
Other (please specify \_\_\_\_\_) (6)

☐

8. EUROPEAN ECONOMIC COMMUNITY (EEC) AND ITS COMMON AGRICULTURAL POLICY (CAP)

- (A) For EACH of the following has the EEC had an impact on your decision making:

Yes (1) No (2) Don't Know (3)

Decreased your production

Increased your production

Caused you to diversify into new products

Caused you to specialise in fewer products

Given you a desire to go out of farming


- (B) If you have diversified your production what is your major NEW activity?

Could not or did not diversify (1)

Deer farming (2)

Forestry (3)

Horticulture (4)

Other \_\_\_\_\_ (5)

☐

- (C) What effect do you think 'Britain joining the EEC' has had on your RETURNS FROM FARMING?

Harmful (1) No impact (2) Beneficial (3)

☐

(D) On EACH of the following what effect do you think the EEC has had? <sup>276.</sup>

Harmful (1) No impact (2) Beneficial (3)

The New Zealand economy

The farming sector overall

Dairy production in particular

Sheepmeat production in particular

Horticulture in particular


## 9. PLANT HEALTH

(A) Do you prepare a farm budget for each financial year?

Yes (1) No (2)

--

If answer is No then GO TO PART E

(B) Who will prepare your budget for the 1983/84 season?

Yourself (1) Accountant (2) Farm Advisor (3)

--

Other .....(4)

(C) Does your actual expenditure usually resemble your budget allocation

Yes (1) No (2)

--

(D) Do you budget for the following?

Yes (1) No (2)

Development control of brushweeds  
(gorse, broom, blackberry)

Maintenance spraying of brushweeds

Pasture weed spraying  
(thistles, ragwort, buttercup)


(E) Apart from maintenance, did you carry out any other brushweed control in the 1982/83 season ?

Yes (1) No (2)

--

If your answer is No then GO TO Q10

- (F) For each of the following methods, what area (in hectares) of brushweed control did you carry out in the 1982/83 season? (1 hectare = 2.5 acres)

Root raking

Cultivation

Burning

Chemicals

Animals (grazing)


- (G) The Noxious Plants Subsidy is being removed. Which ONE of the following policies will you adopt for the 1983/84 season?

No change (1)

Spray a similar size area but spend more (2)

Spray a similar size area but use cheaper chemical (3)

Spray less area but will spend the same (4)

Spray a larger area (5)

Stop development but continue maintenance spraying (6)

Spend the same amount but use cheaper methods (7)

Stop all forms of noxious plant control (8)

--

- (H) If you use chemicals then go to question (I), If you DONT USE CHEMICALS, state how important each of the following was in deciding on the major method of brushweed control you used?

Very Important (1) Important (2) Neutral (3)

Unimportant (4) Very Unimportant (5)

Costs

Type of land

Environmental attitudes (e.g. opposed to chemicals)

Aesthetic values (eye appeal of end job)

Time delay until land productive

Ease of use


- (G) (i) Are you presently claiming subsidy for your Noxious Plants Programme?

Yes (1) No (2)

- (ii) If NO why not? (please state reason)


#### 10. STOCK AND STATION AGENTS

- (A) How important are the following factors in influencing your decision to purchase farm requisites from a particular source?

Very Important (1) Important (2) So-So (3)  
Unimportant (4) Very Unimportant (5)

Historical (e.g. father purchased from firm)

Wool/livestock through Stock and Station Company

Financed by Stock and Station Company

Trading Representative advice and service

Friendly store staff

Knowledgeable store staff

Cheaper

Pleasant environment to shop

Superior product range

Other \_\_\_\_\_


- (B) How important to you as a farmer is EACH of the following services provided by stock and station representatives?

Very Important (1) Important (2) So-so (3)  
Unimportant (4) Very Unimportant (5)

New product Information

Information on the use of existing products

Farm management advice

Delivery of goods

An agreeable personal relationship




- (F) Would it be acceptable to you if stock and station representatives visited you only at YOUR REQUEST provided that information and advice was made available as and when you needed it through telephone and other similar communications?

Yes (1) No (2) Don't Know (3)

☐

# 11. FERTILISER

- (A) You applied fertiliser to your pastures each year for five years then for the following two years you applied no fertiliser.

What do you think would be the effect on your pasture production during each of the two years when no fertiliser was being applied?

		1st Year
Increase production by OVER 10 percent	(1)	<input type="checkbox"/>
Increase production by UP TO 10 percent	(2)	
NO change in production	(3)	
Decrease production by UP TO 10 percent	(4)	2nd Year
Decrease production by OVER 10 percent	(5)	<input type="checkbox"/>

- (B) If you were purchasing a company's fertiliser how important is EACH of the following factors in your decision to buy one particular type of fertiliser over another?

Very Important	(1)	Important	(2)
Neutral	(3)	Unimportant	(4)
Very Unimportant	(5)		

The combinations of nutrients (N,P,K,S) to best satisfy the soil requirements

The price of the fertiliser delivered to the farm

The availability of supplies of the fertiliser

The physical quality of the fertiliser

The relative concentration of nutrients in the fertiliser

Other.....(please specify)


- (C) If you were purchasing a PARTICULAR TYPE of fertiliser how important is each of the following factors in your decision to buy it from one company rather than another?

Very Important (1)      Important (2)  
 Neutral (3)      Unimportant (4)  
 Very Unimportant (5)

The combinations of nutrients (N,P,K,S) to best satisfy the soil requirements

--

The price of the fertiliser delivered to the farm

--

The availability of supplies of the fertiliser

--

The assistance provided by the company's field staff in helping you choose the right fertiliser for your farm

--

Recommendations made to you by your merchant or agent

--

The physical quality of the fertiliser

--

The relative concentration of nutrients in the fertiliser

--

Other.....(please specify)

--

- D. For each of the following fertilisers what area (in hectares) did you topdress in the 1982-83 season - the total tonnage applied and the month of application?

January (1) February (2) March (3) April (4)  
 May (5) June (6) July (7) August (8)  
 September (9) November (11)  
 December (12)

Area    Amount    Month

Superphosphate

--	--	--

DAP (Di-ammonium phosphate)

--	--	--

Ammonium sulphate

--	--	--

Urea

--	--	--

Liquid nitrogen

--	--	--

Ammonium phosphate sulphate

--	--	--

Ammo-phos 19:4:0:20

--	--	--

Others (specify) \_\_\_\_\_

--	--	--

## 12.. MEDIA

- (A) Advertising can often provide information which assists in making buying decisions. In some cases it may not. For EACH of the following farm items WHICH FORM OF MEDIA do you feel is the MOST helpful to YOU in assisting you to make your own purchasing decisions?

Magazines (1) Newspapers (2) Radio (3)  
 Television (4) Other (5) None (6)

Animal Health Products

Agricultural chemicals

Fertiliser

Farm Machinery and Buildings

Farm Vehicles

Tractors

Fencing equipment/materials

Rams, Bulls, AI services etc.


- (B) If you were able to get only one farm publication regularly, which one would you choose?

(please specify) \_\_\_\_\_

--

- (C) Please list in order of importance the FARM PUBLICATIONS THAT

A. Most influence your FARM MANAGEMENT DECISION MAKING

-----  
 -----  
 -----


B. Most influence your purchase of PRODUCTS/EQUIPMENT essential to running your farm business

-----  
 -----  
 -----






## 13. YOUR FARM OUTPUT

If you were asked what in your opinion are THE THREE MOST IMPORTANT FACTORS limiting an expansion of output on your farm which 3 would you nominate? If you have a factor not listed below please enter it on the line provided and leave a box empty.

(Please read through the entire list prior to deciding.)

Finance - its availability (1)

Finance - its cost (2)

Income tax levels (3)

Death duty levels (4)

Adverse climate (5)

Availability of trained labour (6)

Cost of trained labour (7)

Cost of providing housing for additional labour (8)

Cost of additional farm inputs (9)

Instability of farm product prices (10)

The size of your farm (11)

Your age and state of health (12)

The productive limitations of the type of land you farm (13)

Pests and/or weeds (14)

Animal diseases (15)

Industrial unrest in the industries servicing farming (e.g. freezing works) (16)

Inadequate profits from expanded output (17)

Availability and/or cost of transport of inputs and output (18)

High cost of farm machinery (19)

Disappointing performance of your animals (20)

Other (please specify) \_\_\_\_\_


## 14.. YOUR IDEA OF THE MOST EFFECTIVE EXPANSION INCENTIVE

To achieve the greatest increase in farm production which ONE of the following would you say would be the most effective incentive? If your incentive is not included below please enter it on the line provided and leave the box empty.

(Please read through the entire list before deciding)

Reduction in Income Tax (1)

Reduction in death duties (2)

An increased subsidy to reduce cost of fertiliser (3)

A cash grant for each head of sheep and/or cattle (4)

Higher supplementary minimum prices (5)

A significant reduction in the internal inflation rate (6)

An increase in availability of farm credit (7)

A reduction in the cost of farm credit (8)

More intensive research into the on-farm problems encountered by farmers (9)

Less Government involvement in farming including a reduction in subsidies and grants (10)

Increased extension facilities (11)

Other (please specify) \_\_\_\_\_

## 15.. CAPITAL STRUCTURE AND INVESTMENT

(A) When you borrow there are three main factors:

The interest rate (1)

The amount available for borrowing (2)

The length of time you have use of the funds (3)

To you as a borrower which factor is the MOST important?

To you as a borrower which factor is the LEAST important?

- (B) According to your latest Balance Sheet and/or your own estimates please enter the values of your assets as at 30 June 1983.

1. Farmland
2. Other Farm Assets
3. Off-Farm Assets


- (C) At the end of the 1982-83 season how were your liabilities distributed among the following sources? Please indicate the term for which each loan was granted

- |                                  |     |
|----------------------------------|-----|
| Long Term (longer than 10 years) | (1) |
| Medium Term (3-10 years)         | (2) |
| Short Term (up to 3 years)       | (3) |

If you have no liabilities please tick

☐

Lender	Amount	Term
1. Rural Banking and Finance Corp.		
2. Govt. Agency other than RBFC		
3. Trustee Savings Bank		
4. Your Trading Bank		
5. Building Society		
6. Insurance Company		
7. Stock and Station Agent		
8. Trust Company		
9. Solicitors' Trustee Funds		
10. Family loan		
11. Private source		
12. Local Body		
13. Finance Company		
14. Dairy Company		
15. Private Savings Bank		
16. Other(specify)_____		

- (D) In the following table could you indicate approximately your NEW borrowings in respect to medium and long term loans during the 1982-83 production season and the rate of interest you are being charged, also please indicate whether the loan was medium or long term in the third column.

Long Term (longer than 10 years)

(1)

Medium Term (3-10 years)

(2)

If you have no new liabilities please tick

☐

Lender	Amount	Int.	Term
1. Rural Banking and Finance Corp.			
2. Govt. Agency other than RBFC			
3. Trustee Savings Bank			
4. Your Trading Bank			
5. Building Society			
6. Insurance Company			
7. Stock and Station Agent			
8. Trust Company			
9. Solicitors' Trustee Funds			
10. Family loan			
11. Private source			
12. Local Body			
13. Finance Company			
14. Dairy Company			
15. Private Savings Bank			
16. Other(specify) _____			

## (E) MAIN REASONS FOR THE NEW BORROWINGS

If you were asked to state the main reasons for your ADDITIONAL medium and long term borrowing in 1982-83 how would you apportion them among the following?

If you have no new liabilities please indicate: ☐

Reason	Percentage of New Borrowing
1. To purchase new or additional land	<input type="text"/>
2. To finance farm development	<input type="text"/>
3. To purchase plant and machinery	<input type="text"/>
4. To refinance existing loans	<input type="text"/>
5. For personal reasons	<input type="text"/>

(F) If you formally applied to borrow funds during the 1982-83 season, were you able to borrow all the money you needed for your farming requirements (including development and land purchase)

Yes (1)                      No (2)                      Don't Know (3)

☐

I did not formally apply to borrow funds (4)

(G) Could you please indicate the amount you were UNABLE to borrow in the box beside the purpose for which the loan(s) were required.

Reason	Amount
1. I did not borrow additional funds	<input type="text"/>
2. I was not refused finance	<input type="text"/>
3. To purchase new or additional land	<input type="text"/>
4. To finance farm development	<input type="text"/>
5. To purchase plant and machinery	<input type="text"/>
6. To refinance existing loans	<input type="text"/>
7. For personal reasons	<input type="text"/>

- (H) Would you please indicate how much finance you will be seeking in the 1983-84 season?

Medium term finance (3-10 years)

Long term finance (Over 10 years)


- (I) For what purpose do you intend to use these funds

To purchase new or additional land (1)

To finance farm development (2)

To purchase plant and machinery (3)

To refinance existing loans (4)

For personal reasons (5)

--

- (J) From where do you hope to borrow these funds?  
(See list in Question 16 (D))

Medium term finance

Long term finance


# 16. FARMER OPINION

- (A) If you were asked to predict the rate of internal inflation in New Zealand in the next twelve months what would you consider the most likely rate to be? (as measured by the Consumer Price Index)

--

- (B) Even if you do not produce all of the following products how do you feel about their FUTURE MARKET PROSPECTS in the short term (next year) medium term (1-3 years) and long term (3-10 years)?

Optimistic (1) Reasonably satisfied (2) Pessimistic (3)

Short Med Long

Sheep Meat

Beef

Wool

Dairy Produce

Horticultural Produce


- (C) The members of the Meat and Wool Boards are at present elected by an Electoral Committee of 25 members. Which of the following options would you prefer?

New Zealand being divided into 'WARDS' and each meat and wool farmer having a direct postal vote to decide the Board member for his or her ward (1) ☐

A continuation of the present system (2) ☐

- (D) Agricultural economic research can be generally classified into five broad areas:

Production (1)  
Processing (2)  
Transport - Internal (3)  
Transport - Overseas (4)  
Marketing (5)

☐

Given current financial constraints, which area in your view merits the most urgent research attention?

- (E) From your own observations and experience of central and local government in New Zealand, how would you rate the effectiveness of your own local county council?

Very effective (1)  
Effective (2)  
So-So (3)  
Ineffective (4)  
Very ineffective (5)

☐

- (F) From your own experience over the last 12 months how would you describe the short-term weather forecasts in respect of your own area?

Generally Accurate (1)  
Sometimes Accurate (2)  
Rarely Accurate (3)

☐

- (G) To what extent is law and order of concern to you in your district ?

None (1)    Average (2)    Considerable (3)

☐

- (H) How many books would you read on average:

Each Week

☐

Each Month

☐



- (I) How often if ever do you use the following sources for obtaining your books?

Never (1) Occasionally (2) Frequently (3) Always (4)

Library

Local Booksellers

City Booksellers

Mail Order Book Clubs

Gifts

Other (please specify \_\_\_\_\_)


- (J) How would you rate the radio and television reception in your area?

Poor (1) Average (2) Good (3)

Radio

Television


- (K) If you were pressed to specify one SOCIAL problem in your local area what would it be?

-----

--

- (L) To what extent do you consider you or any member(s) of your family suffer from STRESS as a result of your farming activities?

None (1) Slightly (2) Average (3)  
Considerable (4)

--

- (M) Under adverse weather conditions (e.g. Drought) would you consider drenching your stock with vitamins to improve their performance?

Yes (1) No (2)

--

- (N) It is proposed to make employee membership of Trade Unions in New Zealand voluntary. Do you consider that trade union membership should:

Continue to be compulsory (1)  
Be voluntary (2)  
No opinion (3)

--

- (0) Farmers are required by law to pay levies to the Statutory Producer Boards and Federated Farmers. Do you consider payment of such levies by farmers should:

Continue to be compulsory (1)  
 Be voluntary (2)  
 No opinion (3)

--

# 17. PERSONAL

Now I would like to know a few details about the person answering this questionnaire.

A. Age (in years).


B. Sex Male (1) Female (2)

C. Education- Highest level obtained:

Primary/Intermediate (1)

Secondary School (2)

School Certificate (3)

Sixth Form Certificate (4)

University Entrance (5)

Seventh Form (6)

--

D. Have you attended a course/courses with any of the following Tertiary Institutions?

Yes (1) No (2)

Lincoln College or Massey University

Technical Correspondence Course

Trades Certificate in Farming

Course at Flock House or Telford

Other Tertiary (specify) \_\_\_\_\_


You have now completed the questionnaire. Place it in the addressed envelope and post it (No stamp is required). We will then be able to process your answers along with the others to get the overall situation especially for the coming season. Your answers remain confidential to me.

Thank you for your co-operation.

John Pryde



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